Capital City
Downtown Plan

EDMONTON ALBERTA CANADA

THE DOWNTOWN ACHIEVEMENT AWARD
International Downtown Association
PLANNING CATEGORY

Edmonton PLANNING AND DEVELOPMENT

Capital City Downtown Plan

Office Consolidation February 2005

Prepared by:

Planning and Policy Services Branch
Planning and Development Department
City of Edmonton

Bylaw 11400 was adopted by Council in April 1997. In February 2005, this document was consolidated by virtue of the incorporation of the following bylaws, which were amendments to the original bylaw.

Bylaw 11400	**Approved April 30, 1997** (Plan approval – repeal of Bylaw 6477)
Bylaw 11782	**Approved July 27, 1998** (Text changes to Policy 12.31 and Appendix A; Replace map "Public Transit", Ch. IV; Replace map "Warehouse District – Land Use Concept, App. A; Replace map "Proposed Land Use Districts", App. B)
Bylaw 11913	**Approved December 15, 1998** (Text change to Ch. VI section 3; Replace Figure 5)
Bylaw 12296	**Approved May 11, 2000** (Add Policy 12.8 to Ch. V; Text change to Policy 4.5; Add App. F; Text Change to Ch. VI section 3; Remove Figure 5)
Bylaw 12925	**Approved January 9, 2002** (Text change to Ch. VI section 2)
Bylaw 12931	**Approved January 15, 2002** (Text changes to Policy 2.3; Text changes to App. D; Replace Map "Proposed Land Use Zones", App. A)
Bylaw 13632	**Approved March 1, 2004** (Text change to Policy 6.19)
Bylaw 13857	**Approved January 13, 2005** (Text changes to Appendix B - Downtown Special Area Zoning Regulations, Section 6 HA (Heritage Area) District)

Editor's Note:

This is an office consolidation edition for Capital City Downtown Plan. This edition contains all amendments and additions to the original Bylaw 11400. For the sake of clarity, new maps and a standardized format were utilized in this Plan. All names of City departments have been standardized to reflect their present titles. All reasonable attempts were made to accurately reflect the original Bylaws. All text changes are noted and are italicized where applicable.

This office consolidation is intended for convenience only. In case of uncertainty, the reader is advised to consult the original Bylaws, available at the office of the City Clerk.

City of Edmonton
Planning and Development Department

Capital City
Downtown Plan

EDMONTON ALBERTA CANADA

Area Redevelopment Plan Bylaw 11400
Adopted April 30, 1997

The Capital City Downtown Plan has received the following awards:

1997 DOWNTOWN ACHIEVEMENT AWARD - PLANNING CATEGORY
from the International Downtown Association

1998 AWARD OF EXCELLENCE - PLANNING POLICY, STRATEGY OR METHOD
from the Alberta Association, Canadian Institute of Planners

1998 AWARD FOR PLANNING EXCELLENCE - DOWNTOWN PLANNING
from the Canadian Institute of Planners

Prepared by:
Downtown Planning Group
Planning Services Branch
Planning and Development Department

In partnership with:
Downtown Plan Review Steering Committee

THE CITY OF **Edmonton** PLANNING AND DEVELOPMENT

Mayor Bill Smith
Members of City Council
The City of Edmonton
City Hall

Dear Mayor Smith and Members of Council:

On behalf of all those who have put their energy and expertise into this initiative, we are proud to present the new Downtown Plan to you and the people of Edmonton. The product of more than two years of public involvement, this new Downtown Plan recognizes the importance of Downtown to our city's economy, to our quality of life, and to our future.

It also recognizes this future as being unique, as is our city itself. For from the very first stages of developing this new Plan, a curious fact came to light. At our public meetings, we asked Edmontonians what they most wanted to see in the downtown of the future.

We learned what people most want is the downtown spirit of the past — a place where people linger after work. Where seniors gather in the afternoons. Where families meet. Where artists live and work. Where there is so much life and activity that people come downtown, just to be downtown.

This new Plan stands apart in setting out to create not landmark projects but precisely such a strong sense of place. To achieve this vision, the new Plan establishes the policy direction to guide downtown development and outlines nearly 80 initiatives to be implemented over the next five years. As part of an overall economic strategy, these initiatives will see our Downtown become a more welcoming, comfortable and exciting place to work, to visit, and to live.

By taking action now, we will see our Downtown become more attractive for investment, more profitable for business and, on the bottom line, more rewarding for our city. We encourage you to adopt the new Downtown Plan, and see all partners work together toward a future as proud as our past.

Ian D MacLeod

Ken Johnson

Ian MacLeod, Chair
Downtown Plan Review Steering Committee

Ken Johnson
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ACKNOWLEDGEMENTS

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We would also like to acknowledge the Downtown Business Association, the Edmonton Downtown Development Corporation and all the people who participated in the Downtown Ideas Forum, the Steering Committee sub-committees, the Character Area Workshops and the Downtown Plan Open Houses. Thank you for your contributions.

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(Bylaw 12296, May 11, 2000)

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> *Downtown Development: Ensure that downtown Edmonton is vibrant and alive – a magnet for business, commerce, and people, with unique and attractive residential districts, and diverse entertainment, recreational and cultural opportunities.*
>
> *– Edmonton City Council, December 1996*

EXECUTIVE SUMMARY

SETTING OUR SIGHTS HIGH

In just eight years, Edmonton will celebrate its 100th anniversary as Alberta's capital city. In 2005 as in 1905, we will gravitate to the heart of our city — to downtown. What kind of place will downtown be, when we gather to mark this historic event? The purpose of the new Downtown Plan is to answer this question — to set forth a vision that all Edmontonians understand, endorse and desire.

Proposing *what* our Downtown will become over the next eight years is one fundamental purpose of the plan. Outlining *how* this future will take shape is of equal importance. The plan therefore presents policies and action plans along with a new vision, objectives and principles. It then goes a step further.

This Downtown Plan consciously seeks to raise our expectations. By describing a vision of five downtown neighbourhoods, each contributing unique qualities to the downtown experience, the plan graphically portrays the vibrant and diverse place our Downtown will be when we celebrate our first century — and look to the next.

I INTRODUCTION

Why Downtown Is Important The quality of life we all enjoy is closely linked to the vitality of our Downtown. Downtown is where visitors and investors form impressions of Edmonton — it is the social and cultural heart of our city — it is a singularly important economic asset:

- Edmonton's most valuable piece of land — $2.2 billion in real estate.
- Our highest concentration of people — more than 6,300 residents, 50,000 employees, 2,200 businesses.
- Edmonton's major generator of taxes — covering less than one percent of the city's land area, last year alone the downtown generated $62 million in taxes.

Financial Rationale As Edmonton's first business neighbourhood, the Downtown has the city's highest concentration of urban infrastructure and is the focal point for civic services and government offices. However, the economic contribution made to Edmonton by Downtown has recently been in sharp decline. In 1993 Downtown contributed 15.5% to the municipal tax levy. By 1995 this had dropped to 9.5%. Reversing this trend and maintaining an asset of Downtown's magnitude is eminently sound civic management:

- *Without reinvestment*, this downward spiral may be expected to continue.
- *With reinvestment*, Downtown will capture new development, particularly housing. This in turn will increase Downtown's population base, attract new business and investment to the core, and increase tax revenues.

Planning Process The Downtown Plan has been developed with the full participation of representatives of all public and private downtown stakeholders. The process has been guided by the Downtown Plan Review Steering Committee — citizens who have contributed their time and expertise to this initiative.

Strategic Approach In a fiscally responsible strategy, the Plan sets forth a series of small, interlocking actions. Alone, the recommendations may seem to be small steps forward. Together, these actions will accelerate growth and improve the quality of the downtown environment. To get the highest return on every dollar, efforts will be targeted within each of the five neighbourhoods that comprise our Downtown.

II BACKGROUND

The Economic Context Following a decade of slow economic growth, massive investment in northern Alberta has recently been announced. A new era of economic expansion may be expected to exert a positive and lasting effect on our economy. Indeed, signs of a quiet renewal are already evident in Edmonton's downtown.

Downtown as an Economic Nucleus The new Downtown Plan has been developed with an eye on this promising economic outlook, particularly on Downtown's potential as the nucleus of Canada's northwest. However, the Plan remains firmly rooted in economic realities of this decade. Recommended policies and actions are on a scale consistent with current financial capabilities of public and private sector stakeholders.

Downtown and the Central Area While all policies and actions are focused on the area defined by the Plan's borders, the Downtown Plan recognizes that issues and opportunities affecting Downtown also affect some 50,000 residents of neighbouring communities. While downtown renewal benefits every Edmontonian, its value is particularly significant for these ten communities. This support will work both ways, as the strengths of these communities also support the renewal of Downtown.

Planning Context As an Area Redevelopment Plan Bylaw, the new Downtown Plan replaces the 1981 Downtown Area Redevelopment Plan. It builds on the momentum of two non-statutory initiatives of the past decade: the 1986 Mayor's Task Force on the Heart of the City, and the PRogram to Improve Downtown Edmonton (PRIDE).

Downtown Profile Downtown is the centre of Edmonton's business, government, arts and cultural communities and the heart of our retail, entertainment and knowledge-based industries. Despite the decline of recent years, Downtown continues to attract 1.5 million visitors to special events annually, and retains a solid base of assets on which to build:

- Our city's highest concentration of heritage buildings, cultural facilities, landmark buildings, hospitality and entertainment facilities
- Superb public transportation links and a highly developed infrastructure
- Proximity to the river valley
- A concentration of more than 2,200 businesses, 50,000 employees and 6,300 residents
- Five distinct neighbourhoods, areas possessing unique characteristics vital to a strong and diverse downtown, represent downtown "building blocks" of the highest order. These include the Commercial/Cultural Core, Warehouse District, Jasper Avenue West, McKay Avenue Area and Capital City Precinct.

III VISION AND CONCEPT

The Downtown Vision Unlike previous efforts which placed a priority on building new projects, the new Downtown Plan recognizes that buildings alone do not revitalize a downtown. People do. The essence of the plan is therefore to bring Downtown back to life by bringing people back downtown. As developed by the Downtown Plan Review Steering Committee, the vision of the future Downtown reflects this understanding:

> ***Downtown Edmonton is a place where people linger after work. Where seniors gather. Where families meet. Where artists live and work. Where five diverse neighbourhoods provide so much life and activity that people come downtown, just to be downtown.***

The Development Concept To achieve the vision of Downtown as a place for people in practice as well as in principle, the development concept addresses six aspects of the Downtown environment:

1. ***Strong residential population*** By concentrating efforts in the McKay Avenue Neighbourhood and Warehouse District, while encouraging housing throughout the Downtown, the development concept calls for the resident population to increase to 10,000 over the next eight years.

2. ***Quality physical environment*** A five year program of public improvements to streets, landscaping and downtown spaces has been developed to see the Downtown become a more attractive, comfortable, interesting and secure place for people.

3. ***Proactive business climate*** A full spectrum of activities to encourage business and investment, from streamlined zoning to target marketing, is proposed to revitalize the downtown economy.

4. ***Preservation of natural beauty*** The development concept brings the river valley more fully into the Downtown experience, and enhances such other aspects of downtown's beauty as tree-lined streets, boulevards, parks and open spaces.

5. ***Parking and accessibility*** While putting pedestrians first, the development concept proposes improvements for short-term parkers, transit users, motorists and cyclists. Two-way streets, special pedestrian routes and zones are key components of a downtown that provides greater convenience and accessibility.

6. ***Distinct neighbourhoods*** Recognizing that it is neither possible nor desirable to overlook the differences between the five neighbourhoods of Downtown, development concepts these neighbourhoods build upon the particular qualities within each of them.

IV KEY RECOMMENDATIONS

Within 11 action areas, the new Downtown Plan outlines an integrated strategy of nearly 80 initiatives. Some are designed to stimulate our core economy by encouraging downtown investment and generating business growth. Others are designed to build a strong sense of community for Downtown. Still others will see Downtown recapture the place it once held in our city as the place shoppers want to visit - tourists want to explore - businesses want to locate - people want to live.

The key recommendations of the Downtown Plan include:

1. **Promote economic development by** eliminating duplication among downtown agencies; seeing partners become a unified force to implement this Plan; holding economic forums every two years; conducting market research and implementing plans to promote downtown, recruit new businesses, develop a Downtown Research Centre and showcase our status as Alberta's capital; undertaking special projects to celebrate Edmonton's centennial in 2004.

2. **Support commercial and institutional activities by** reinvesting in Downtown to see it become a more popular, appealing and convenient destination for visitors and residents alike; encouraging businesses to make improvements to storefronts and sidewalks; creating an Enterprise Zone in the Warehouse District, encouraging government agencies to relocate to Downtown; bringing cultural, governmental and educational institutions together in working partnerships; seeing Downtown build on its strengths as a centre for knowledge-based businesses.

3. **Encourage arts, culture and entertainment by** creating an Arts District around Sir Winston Churchill Square; encouraging artists to live and work downtown; putting more art on display in public places; enlivening downtown buildings with wall murals; continuing to provide venues for downtown events and festivals.

4. **Build downtown's residential population by** focusing housing efforts on the McKay Avenue Area and Warehouse District; making streets more friendly, adding parks and public spaces and developing "urban village" centres in these neighbourhoods; providing development incentives for housing in the form of reduced amenity and parking requirements; creating more residential zones; exploring ways to ease provincial building code requirements; encouraging the residential conversion of heritage buildings; providing $4,500 for each new housing unit developed; marketing Downtown as a residential location; helping downtown residents to build a stronger sense of community and open a community centre; establishing a downtown community police station.

5. **Provide more parks, special places and open spaces for recreation by** developing parks throughout Downtown; creating park space on rooftops and in other innovative places; upgrading Sir Winston Churchill Square and the Legislature Grounds; converting surface parking lots to pocket parks; extending Heritage Trail; developing park facilities along the top of the river bank and along the river's edge; exploring options for different kinds of "peoplemovers" connecting Downtown with the river valley.

6. **Change Downtown's transportation system by** converting one-way streets to two-way streets and slowing the pace of traffic within Downtown; eliminating the 109th Street underpass and keeping through traffic on the edges of Downtown; promoting a "transit first" policy; improving bus stops and encouraging downtown workers to use public transit; opening an International Airport Terminal downtown; operating a tourist attraction shuttle bus; creating a downtown bike route system; developing a new community transit network for Downtown and the central area.

7. **Improve pedestrian circulation by** creating pedestrian-friendly streets and zones; linking important destinations; strengthening pedestrian connections to the river valley; providing more street-level access to major complexes; creating mid-block pedestrian crosswalks; making streetscapes more interesting; improving downtown signage.

8. **Improve downtown parking by** adding meter parking near shops and businesses; reducing meter rates and extending meter durations; providing two hours of free parking on Saturdays and free parking starting at 5 p.m. instead of 6 p.m. on weekdays; relaxing enforcement; promoting short-term parking; streamlining parking management responsibilities; encouraging employees to take transit and leave parking spaces for customers and clients.

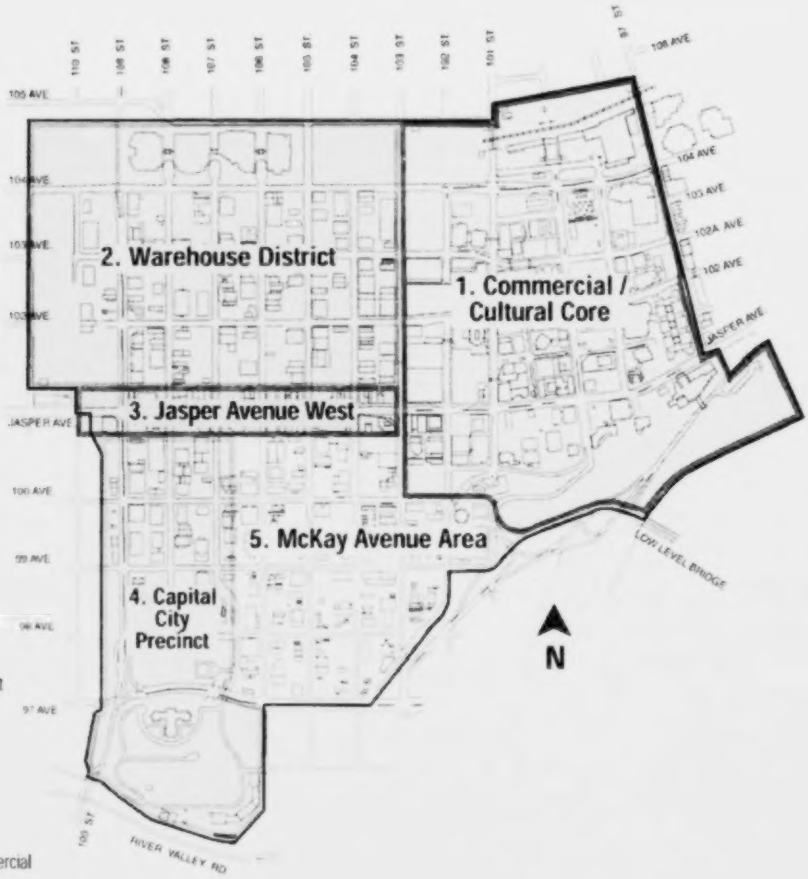
9. **Improve urban design standards by** adopting new guidelines that will enhance the quality of downtown development; enhancing Downtown's appearance, comfort and safety; improving the design and safety of parking lots and parkades; bringing out the character of Downtown's five different neighbourhoods; creating gateways into Downtown and providing high quality landscaping along major roadways; developing streetscapes and special places such as Sir Winston Churchill Square, the Legislature Grounds, River Valley projects and 104th Street Heritage Area.

10. **Preserve Edmonton's architectural heritage by** undertaking a three-year Heritage Area Program for 104th Street; completing interpretive galleries and extending Heritage Trail; developing an interpretive walk along Jasper Avenue; encouraging government agencies to locate their offices in heritage buildings; supporting heritage preservation policies.

11. **Protect our natural environment by** supporting the "Greening of the Core" tree planting program; monitoring and reducing air, water and noise pollution in Downtown; promoting 4R programs to reduce waste; ensuring all activities undertaken under the Downtown Plan meet environmental regulations.

The Key Initiatives as they apply to each of the downtown neighbourhoods are shown on the following page.

Key Initiatives



1. Commercial/Cultural Core

Initiatives

1. Pedestrian-Friendly Streets
2. Street-Oriented Retail Program
3. Arts District
4. Downtown Public Art Program
5. Tourism Infrastructure
6. River Edge Improvements
7. River Valley Connections
8. CN Lands Redevelopment
9. Two-way streets; on-street parking

2. Warehouse District

Initiatives

1. Conversion to Residential Environment
2. Urban Village Concept
3. Establish Enterprise Zone
   - streamlined regulations
   - small business incubators
4. Artist Work/Live Initiative
5. Community Development Program
6. 104 Street Historic Area
7. CN and CP Lands - Residential/Commercial Redevelopment
8. Multi-use Corridor on former CP Lands
9. Two-way streets; on-street parking

3. Jasper Avenue West

Initiatives

1. Encourage development of vacant lands
2. Enhance streetlife and physical environment
   - streetscape improvements
   - pocket parks and amenities
   - parades and special events
   - special lights and colour
3. Historic walk/displays

4. Capital City Precinct

Initiatives

1. 108 Street - "Capital Boulevard" improvement
2. Legislature Grounds Improvements
   - public access
   - recreation and tourist facilities
3. 109 Street Landscaping
4. River Valley Connections
5. Multi-use Corridor on former CP Lands

5. McKay Avenue Area

Initiatives

1. Sensitive Residential/Commercial Infill
2. Neighbourhood-wide Improvements
3. Urban Village Concept
   - local-oriented commercial
   - community main street
4. Community Development Program
5. Safety and Security

V PLAN BUDGET AND FINANCING STRATEGY

The budget for the Downtown Plan has been identified as approximately $30 million which translates into an average expenditure of $6 million per year over the next five years. Since $7 million of this $30 million has already been allocated to projects through the Capital Priorities Plan, the requirement for new funds is therefore $23 million, or $4.6 million per year. This is a modest requirement for such an exceptional situation, and such an exceptional opportunity.

The Downtown Plan Financing Strategy is that:

1. The City of Edmonton designate funds from its Capital Priorities Plan to implement the major projects, studies and programs identified in the Downtown Plan.
2. Other projects, smaller studies and regular operating programs be funded through normal operating budgets of City departments or through partnerships with private sector organizations and businesses.
3. The City form partnerships with the provincial and federal governments to fund certain programs and projects identified in the Downtown Plan. The partnerships could either be in the form of new project-specific funding partnerships or as sub agreements under an existing tri-level government agreement such as the Edmonton Economic Development Initiative or the Canada Infrastructure Works Program.

VI IMPLEMENTATION STRATEGY

Just as it took a community to create a shared vision for downtown, so it will take the community to see this vision come to life. The Downtown Plan will therefore be implemented through a community-driven process.

Downtown property owners, business proprietors, residents, private sector organizations, developers, administrators, politicians and others will join the City of Edmonton in a concerted effort to rejuvenate the Downtown.

When the Downtown Plan is adopted by City Council in 1997, a **Downtown Action Program** will be established by the Planning and Development Department. The Program initiatives and actions will be directed by the members of the **Downtown Action Program Team.** In turn, this team will report to and be guided by the **Downtown Advisory Committee.** This committee will include both public and private sector representatives.

Jump-Starting the Program

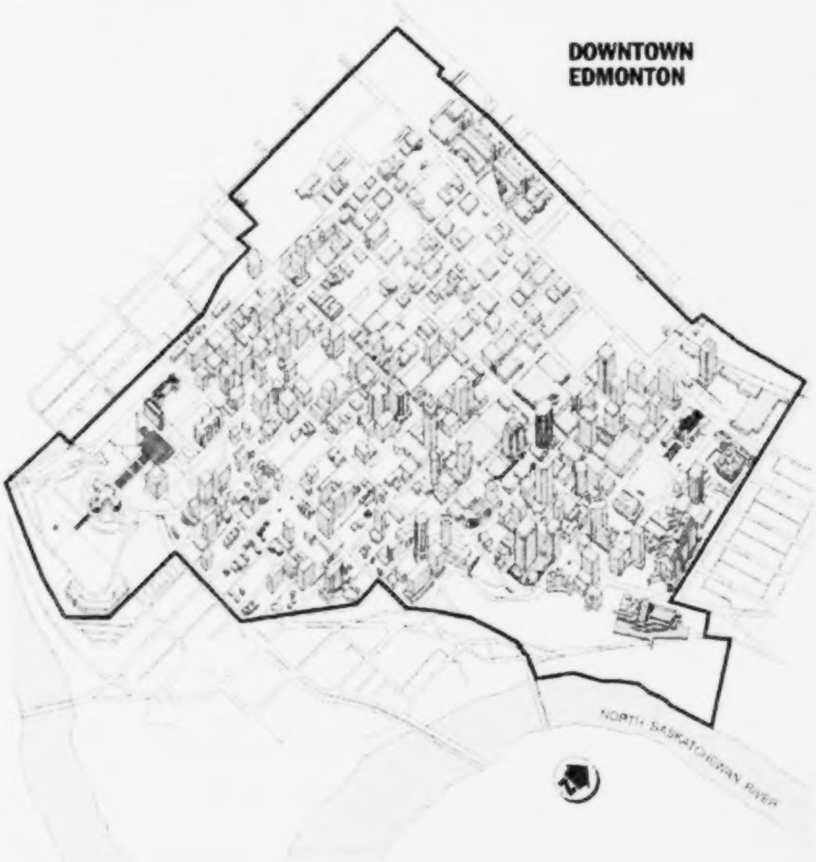
To get the Downtown Plan off to a strong and visible start, tangible progress must be achieved within the year. Foremost among the actions slated for immediate implementation are:

- the creation of housing, supported by the $4,500 Housing Re-investment Program grant
- the development of the Downtown Parking Program including reduced meter rates, relaxed meter enforcement and more on-street parking
- the conversion of one-way to two-way streets

Measuring Success

On a purely practical level, success in implementing the plan will be measured by the tax dollars generated. Other quantitative means include housing starts, vacancy rates, employment and residential population — even the number of parking meters installed and trees planted will provide benchmarks. On a deeper level, however, the initiative will be deemed successful when the Downtown **does** *exert a palpable sense of place,* **does** *have a strong sense of community, and* **does** *see life on the streets, day and night, through all seasons of the year.*

INTRODUCTION



In 2005, Edmonton will celebrate its 100th anniversary as Alberta's capital city. The Downtown Plan outlines a new vision and a series of objectives, policies, principles, concepts and action plans to guide downtown development over the next eight years, and beyond.

The Plan is a blend of a comprehensive physical development plan and a strategic action-oriented plan. It looks both at the immediate situation and the long-term future.

In presenting a broad range of recommendations and an optimistic future vision, the Plan seeks to raise expectations about the Downtown's potential. The Plan is not a static blueprint for the future but is a flexible guide, outlining a five-year program for improvement.

The Plan should be viewed as a point of departure for future action. It will be important to monitor the implementation program and adjust it to reflect changing circumstances. Those people and interest groups who were involved in preparing the Plan should continue to participate in its implementation. The actions must be community driven if they are to be worthwhile and effective.

The Downtown Plan is truly a community plan, with the community being defined in its broadest sense. It has been produced to meet the needs and aspirations of downtown property owners, business proprietors, residents, developers, administrators, politicians and indeed all Edmontonians.

1. WHY DOWNTOWN IS IMPORTANT

It is true that a city is judged by its downtown: not just by visitors, but by its own citizens. While people can wander through a mall or travel through a suburb and be in any city, anywhere, when they are in downtown they are in their *own* community.

Much more than a concentration of heritage buildings and highrises, Edmonton's Downtown is the place that reflects our past and embodies our future. It is here that we see most clearly our strengths and our weaknesses as a city, understand our beliefs and our values as a society, and feel a sense of connection with our community.

Downtown is also our most important economic asset, and downtown renewal is the single most important economic activity Edmonton can undertake. Much more than a major source of employment and income, Downtown makes an invaluable contribution to the quality of life enjoyed by all Edmontonians. This quality of life is a key factor in attracting new business and investment, in creating employment, sustaining a strong community and fostering economic diversification.

Downtown Edmonton:

- Is Edmonton's financial centre and the largest employment centre in northern Alberta;
- Serves the educational, professional and shopping needs of 840,000 people within the metropolitan region;
- Is the cultural heart of Edmonton with such facilities as the Citadel Theatre, Edmonton Art Gallery, Stanley A. Milner Library and Francis Winspear Centre for Music;
- Is the seat of the Alberta legislature and location of a concentration of city, provincial and federal government offices;
- Is the hub of northern Alberta's hospitality and tourism industry, with a diversity of restaurants, hotels, entertainment facilities and Edmonton's Convention Centre;
- Has a concentration of educational resources and institutions; and
- Is Alberta's judicial centre.

The new Downtown Plan recognizes the importance of Downtown's economic contribution to the rest of the city. This contribution is significant as Downtown is:

- Edmonton's most valuable piece of land - $2.2 billion in real estate.
- Edmonton's highest concentration of people - more than 6,300 residents, 50,000 employees, 2,200 businesses.
- Edmonton's major generator of taxes - covering less than one percent of the city's land area, last year alone Downtown generated $62 million in business, property and school taxes.

The contribution made to Edmonton by Downtown has, however, recently experienced sharp decline. In 1993 Downtown contributed 15.5% to the municipal tax levy. By 1995 this had dropped to 9.5%. Reversing this trend by maintaining an asset of this magnitude is eminently sound civic management.

2. THE NEED FOR REINVESTMENT

To ensure their properties remain competitive and profitable, shopping centre managers understand the need for and value of retrofitting every 10 years or even more often. The time has come for Edmonton to become more proactive in maintaining the downtown core. Given the economic performance of the Downtown's economy in relation to its potential, reinvestment is not a luxury. It is a necessity.

Downtown business people, property owners and community leaders understand the need for reinvestment in downtown Edmonton. Having seen the Downtown provide financial support to the rest of Edmonton for so long, they now strongly endorse this Plan.

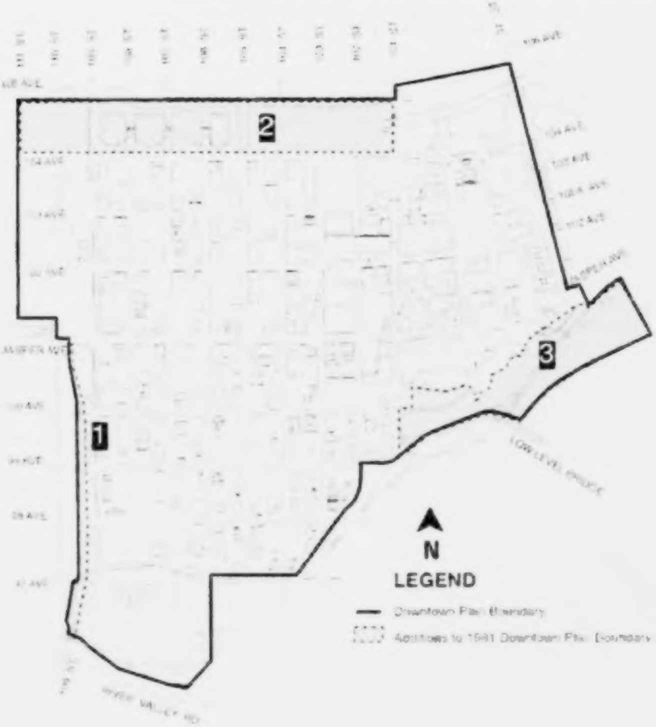
- ***Without reinvestment***, this downward spiral may be expected to continue.
- ***With reinvestment***, Downtown will capture new development, particularly housing. This in turn will increase downtown's population base, attract new business and increase tax revenues.

The introduction of market-value-based assessment in 1999 is expected to significantly reduce property tax rates in the Downtown and create a more favourable economic climate for reinvestment. It is therefore timely that a new Downtown Plan be in place to guide this development.

A new era of economic development is dawning in northern Alberta. Massive investment in the oil sands, petrochemical, mining and forestry industries is changing the economic landscape.

Edmonton is ideally positioned to play a lead role in this coming era of growth. The city is ready to fulfill its potential as a focal point for the next wave of resource-related investment. This potential is strongest in Edmonton's downtown - the opportunity to capture new business and investment is strong, but limited in time. We have a window of opportunity to take action now.

Downtown Plan Boundary



3. PLAN BOUNDARY

The Downtown Area Redevelopment Plan boundary is shown on the map below.

■ Plan Boundary Additions

Three areas were added to the boundary, which was defined by the 1981 Downtown Plan. The three additional areas and the reasons for their inclusion into the new plan area are:

1. **The CP Lands, south of Jasper Avenue**

   Presently the boundary between Oliver and the Downtown is defined by the midpoint of the CP right-of-way. By including the entire right-of-way within the Downtown area, it will enable a more effective use of the corridor for development.

   With the closure of the CP rail line and the City's 20 -year lease with the Province to use a portion of it, this right-of-way provides the potential for intermodel connections to the Downtown as future LRT, bike and pedestrian linkages.

2. **The CN Lands between 101 and 111 Streets**

   The CN Lands, with the new Grant MacEwan Community College, has developed a strong relationship with the Downtown. Incorporating these lands back into the Downtown Plan area will allow a more orderly development process to occur along 104 Avenue.

3. **The River Valley slope, south of the Commercial/Cultural Core**

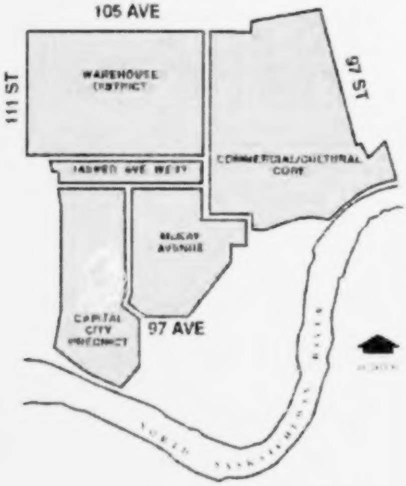
   This parcel of land between the top of the bank and the river's edge offers a wealth of recreation opportunities right on the doorstep of the Downtown. However, its relationship to the Downtown at present is weak. By including the area within the Downtown Plan boundary, it will help ensure that any future park plans and river's edge improvements reflect the needs of the downtown community.

■ Downtown Neighbourhood Boundaries

Early in the planning process, the Downtown Plan Review Steering Committee and the planning team determined that a detailed area-by-area examination of downtown issues and opportunities was necessary.

Five neighbourhoods were defined with the boundaries based on historic, geographic, land use, demographics and functional characteristics. The five areas are:

1. Commercial/Cultural Core
2. Warehouse District
3. Jasper Avenue West
4. Capital City Precinct
5. McKay Avenue Area



4. DOWNTOWN PLAN REVIEW PROCESS

The production of this Downtown Plan has followed an extensive process. This process consisted of four basic stages:

- Project Initiation
- Issues and Ideas
- Concept Plans and Policies
- Plan Adoption and Implementation

A number of reports were produced during the different stages of the Downtown Plan Review Process. A list of the reports is provided in Appendix E.

■ Project Initiation

Project Initiation began with the establishment of a Downtown Plan Review Steering Committee in **May 1994**, and the endorsement of the frame of reference for the project. The steering committee comprised the two ward councillors, provincial government representatives, citizen representatives, and representatives from downtown organizations. Background research for the project included a detailed evaluation of the 1981 Area Redevelopment Plan, discussion papers on downtown housing and the economy, as well as information gathering on all aspects of downtown development. Research and information gathering has continued throughout the plan process.

■ Issues and Ideas

This stage began in **July 1994** and included roving displays at City Hall, shopping centres, libraries and other major centres throughout the city. A twenty-four-hour phone line was installed to record comments and requests to be added to a mailing list. Fifteen issue papers on a complete range of downtown topics were produced and made available to generate discussion.

Downtown Ideas Forum, November 1994.

The Downtown Ideas Forum, a major workshop attended by over 200 people, was held on **November 5, 6 and 19, 1994** to generate ideas and discussion on downtown issues. Participants included representatives of downtown and city-wide organizations, design professionals, residents, developers, councillors and interested citizens. The participants spent two days commenting on the topics of transportation and infrastructure, housing and community development, economic development, the physical environment and facilities and programs.

The Ideas Forum included presentations, walking/bus tours and small group working sessions. The Forum concluded with a "showcase of ideas" highlighting the input received during the workshop. The ideas and graphic concepts were later summarized and published in a booklet entitled "The Downtown Ideas Catalogue".

The Steering Committee held a workshop in **February 1995** to build on the public input received and to develop their vision for the future of the Downtown.

Also in **February, 1995**, the first of four public meetings was held in the McKay Avenue area. The meetings provided the opportunity for residents to discuss downtown issues and meet their neighbours, and to consider whether or not they wanted to form a community association. Since the initial meetings, residents have met further to hold a Canada Day event and to work towards an association.

■ Concept Plans and Policies

With ideas and issues identified by participants of the Downtown Ideas Forum, and with comments from the displays and background information, the next stage was dedicated to the development of concept plans and draft policies.

Concept plans were developed for each of the five downtown neighbourhoods and were presented to property owners at a series of workshops in **June 1995**. All owners of property in the Downtown received an invitation to participate in the workshops.

Downtown Plan Open House, September 1995.

The concept plans were revised based on the input from the 155 participants of the workshops and presented at a public open house in **September 1995**. Comments from the open house were used to further refine concepts for the areas and to allow the completion of the first draft of the new Downtown Plan.

The draft plan was circulated to downtown stakeholders and city departments for their comments in **July 1996**. A summary of the Plan and proposed zoning was circulated to all downtown property owners in **October 1996**. The property owners were invited to attend an Open House to discuss the proposals with the Downtown Planning Group.

The final draft of the Plan was completed in **February 1997**.

■ Plan Adoption and Implementation

This is the final stage of the Downtown Plan process, and involves a statutory public hearing and City Council adoption of the Plan as a Bylaw. Once Council has adopted the new Plan, an implementation process will be undertaken.

5. STRATEGIC APPROACH

The new Downtown Plan provides a guide for the future growth and revitalization of Downtown Edmonton. It addresses a number of changes that have occured in the Downtown since 1981, when the last Plan was prepared. The new Plan looks forward, and sets a positive direction for the heart of the city as we approach the new millennium.

A Plan for People

One strength of the Plan lies in its strategy to bring the people of Edmonton into the process. From the outset, the Downtown Plan Review Steering Committee and the City of Edmonton Planning and Development Department recognized that, to be effective, the plan must have the support of the entire community. To this end, public involvement was actively encouraged throughout the process. This strategy ensures that the Plan accurately represents the diverse interests and values of the people of Edmonton. In addition, it will see all those who helped create the plan - individuals and organizations, city departments and businesses - continue to champion the cause.

Building on Strengths

The Plan takes factors that have traditionally been overlooked or been considered obstacles, and views them instead as opportunities. These "hidden strengths" of the Downtown include:

- Its proximity to the river valley;
- Its unusually wide streets and avenues;
- The distinct characters of its five neighbourhoods;
- The capacity of Downtown's infrastructure to support a larger population;
- An abundance of underdeveloped or undeveloped land;
- A surplus of vacant space in downtown buildings; and
- The political, economic and social will to consider non-traditional uses for underutilized land and surplus office space.

Economically Responsible

The Plan's strategic approach meets the new imperative facing those in both the public and private sectors - the challenge of doing more, with less. It acknowledges the economic restraints, social trends and cultural environments affecting downtown development.

Rather than suggesting a single ambitious capital-intensive initiative or a number of mega projects, it proposes a series of small but achievable interlocking actions.

No Magic Solution

The premise that there is no "magic way" to spark Downtown revitalization is firmly rooted in reality. The strategy is based on a detailed analysis of the present economic situation, future market demand, development feasibility and public policy tools.

Series of Actions

Viewed individually, the proposed recommendations may seem to be small steps forward. It is the combination of these actions that will prove effective in accelerating growth and achieving an improved quality of environment in the Downtown.

Rice Howard Way - special pedestrian zone.

In summary, the strategic approach:

- **Uses a character area or neighbourhood approach.** The Plan builds on the diversity in the Downtown by recognising and reinforcing the strengths of each particular neighbourhood. It is proposed that representatives from each of the neighbourhoods participate in the Downtown Business Association's implementation initiatives.
- **Sets out a vision** for the future development of each neighbourhood. This optimistic vision should be dearly understood, supported and promoted by both the public and private sectors.
- **Recommends a comprehensive program of physical improvements** based on both downtown-wide and neighbourhood specific needs.
- **Recognizes the realities of today's economy by focusing on small scale projects** in place of the mega projects of the past decade. As people are attracted very strongly to human-scale features and places, this scale of development is encouraged throughout the Downtown.
- **Streamlines regulations.** The plan is founded on principles of flexibility and cooperation. The City of Edmonton is committed to work with developers, businesses and cultural groups to find ways to increase activity in the Downtown. Perhaps the best example of this commitment to streamline regulations is the new Enterprise Zone (EZ) land use district for the Warehouse District.
- **Promotes marketing the Downtown and recruiting new players** to the Downtown. Downtown's tremendous assets must not be the city's best kept secret. It is time to promote the advantages of a downtown location for business. The Downtown Plan proposes, for example, hiring a full-time business recruitment professional.
- **Commits the City to being a catalyst or facilitator** by creating a favourable business climate for the private sector.
- **Establishes a five year, community driven implementation program,** with downtown private sector organizations, the city, the province and other agencies all involved in a concerted effort to bring new life back to the Downtown.

6. PLAN ORGANIZATION

The Downtown Plan is organized into six chapters, followed by four appendices:

I. **Introduction** This chapter outlines the purpose, rationale, boundaries, planning process, strategic implementation approach and organization of the Plan.

II. **Context and Issues** This chapter provides information on the context, history of development, past planning processes, demographics, land use distribution, and a brief overview of the issues and opportunities existing in the Downtown.

The background information provides an overview of the existing situation and a starting point for formation of a new plan.

III. **Vision and Concept** This chapter presents a vision of the desired future Downtown. The overall development concept is outlined in this chapter providing a summary of the major elements and initiatives proposed in the Plan.

IV. **Policies and Action Plans** This chapter is the core of the Plan, containing the policy direction and strategic actions that will guide downtown development over the next five to ten years. The chapter is organized by subject area, starting with Economic Development. Each of the 11 sections contains an overall objective, a series of policies, an action plan outlining key implementation initiatives and a map (or maps) which illustrates the concepts proposed for that particular subject.

V. **Land Use** This chapter contains the objectives and policies to guide land use development in the Downtown and in each of the downtown neighbourhoods.

VI. **Plan Implementation** This chapter presents the financial strategy and organizational structure required to implement the Plan. It also provides a major project summary.

Appendix A - Proposed Physical Improvements - Downtown Neighbourhoods: This appendix outlines the zoning mechanisms which will be used to implement the land use policies contained in the Plan.

Appendix B - Downtown Special Area Zoning Regulations: This appendix outlines the zoning mechanisms which will be used to implement the land use policies contained in the Plan.

Appendix C - CN Land Development Polices: This appendix outlines the land use and other plan policies which were contained in the CN Lands Area Redevelopment Plan, and are now applicable to the area incorporated into the Downtown Plan.

Appendix D - Pedway Development Specifications: This appendix provides the specifications for the design, operation and maintenance of the downtown pedway system.

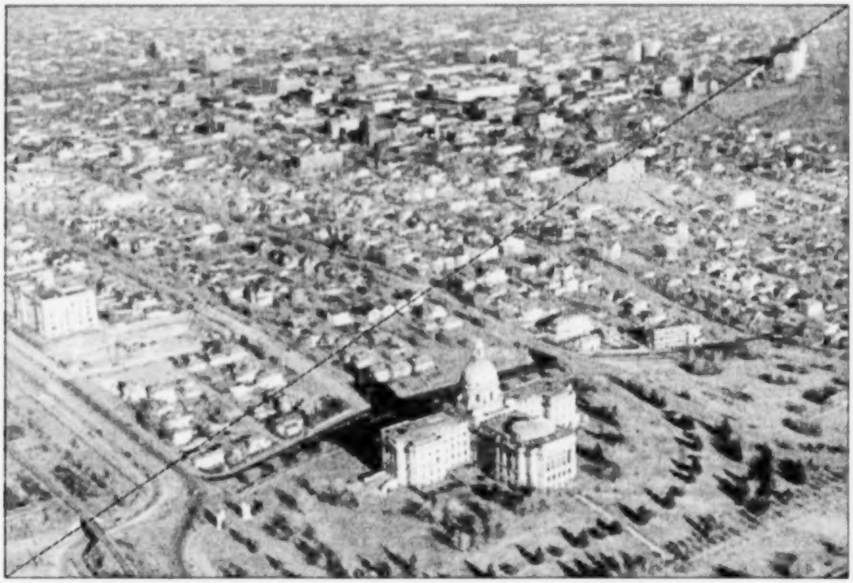
Appendix E - List of Reports Produced as Part of the Downtown Plan Review Process

Appendix F - Downtown Housing Reinvestment Program Performance Criteria & Eligibility

(Bylaw 12296, May 11, 2000)

II

CONTEXT AND ISSUES



This chapter provides information on the context, history of development, past planning efforts, demographics and land use distribution, and gives a brief overview of the issues and opportunities existing in the Downtown. This background is a starting point for the formation of a new plan.

1. METROPOLITAN CONTEXT

Downtown Edmonton is the financial and administrative centre of the metropolitan Edmonton region shown on the map below. With a metropolitan population of over 840,000, Edmonton ranks as the fifth largest market in Canada (after Toronto, Montreal, Vancouver and Ottawa) and the largest metropolitan area in the prairie provinces.

In addition to the metropolitan market within commuting distance of Downtown, Edmonton's trading area includes resource-rich northern Alberta, portions of northeastern British Columbia and the Northwest Territories. The total population of the trading area served by downtown Edmonton is in the order of 2,000,000 people.

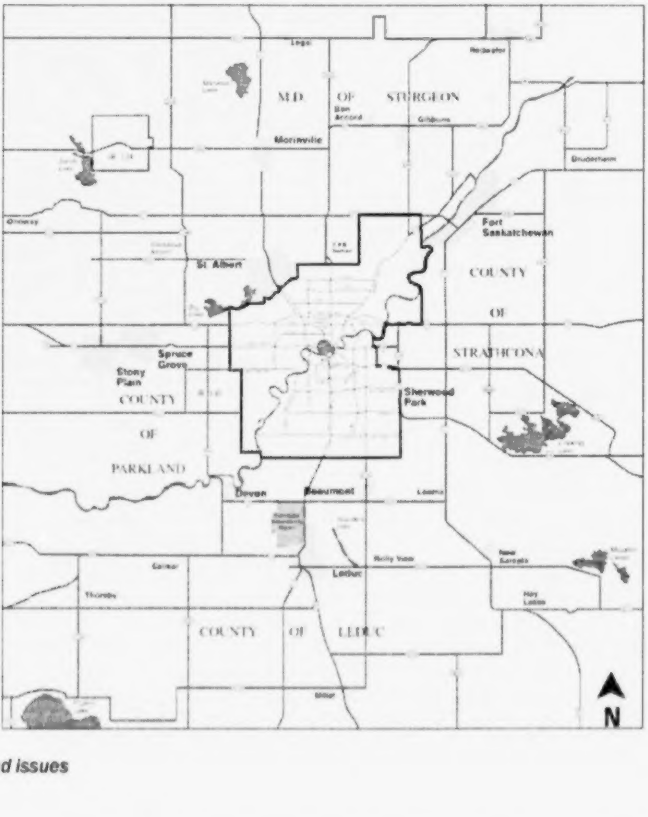
2. DOWNTOWN AND THE CENTRAL CITY AREA

The issues studied in preparing this Plan do not stop at boundary lines. For this reason, reference to the central city area and to surrounding areas such as the river valley and the Oliver neighbourhood are made throughout the Plan.

Over 50,000 people live in the 10 neighbourhoods immediately surrounding the Downtown. These population numbers and the characters of the various neighbourhoods can and do have a significant impact on the Downtown.

The river valley communities of Riverdale, Rossdale, and Cloverdale are neighbourhoods with a unique identity and a mixture of single family housing, row housing and parkland. Cloverdale's Muttart Conservatory is a major tourist attraction within easy walking distance of the Downtown, as is Rossdale's Telus Field.

Metropolitan Context



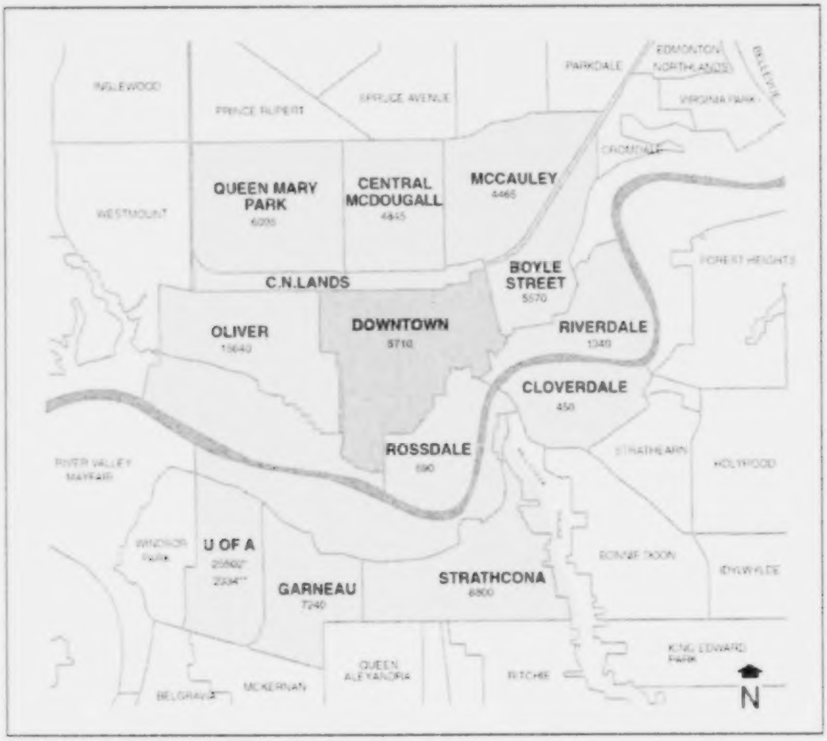
Garneau and Strathcona have the flavour of a university town with Whyte Avenue coffee shops and eclectic shops mixed with a relatively high residential population. These communities and the University of Alberta, with its student population of 25,000, have strong ties to the Downtown.

Oliver is a high density residential community with close to 16,000 residents and developing commercial strips along Jasper and 104th Avenues. This neighbourhood is often viewed as being a "downtown housing area".

Queen Mary Park, Central MacDougall, McCauley and Boyle Street are inner-city communities with high concentrations of recent immigrants. The Avenue of Nations has developed along 107th Avenue and areas within these older neighbourhoods are undergoing rejuvenation. These neighbourhoods contain a variety of housing types including single family homes, low-rise apartment buildings and rooming houses.

While downtown renewal will benefit every Edmontonian, its value will be particularly significant for these adjacent communities. This support will work both ways, as the strengths of these neighbouring communities will also support the renewal of Downtown.

Downtown and the Central City Area



* Full Time Student Population (Day) - University of Alberta
** Temporary Population in Student Housing - University of Alberta

3. HISTORY OF DEVELOPMENT

From its earliest days, Downtown's character has been shaped by the course of our history.

The city of Edmonton grew from the original trading post, Fort Augustus, which was established in 1795. The Hudson's Bay Reserve limited development of Edmonton to east of 101 Street. The town centered on 97 Street and Jasper Avenue until the Hudson's Bay Reserve was subdivided in 1881. Edmonton was incorporated as a city in 1904, and became the capital of Alberta in 1905.

■ The Past Century

Between 1900 and 1914 the downtown area consolidated. McKay Avenue School was built in 1902, the Post Office in 1907 and Edmonton's first large office building, the Tegler Building, in 1911. In 1913, the McLeod Building, Civic Block (now the site of the new concert hall) and the Hotel Macdonald joined the landscape. By 1914, the major land boom collapsed.

The city's commercial district was centered on 97 Street, 101 Street and Jasper Avenue. The area in between remained mostly vacant. Many properties reverted back to the City after the economic collapse in 1914. This helped City Council's vision of a civic centre between 97 Street and 101 Street become a reality.

There was little development from this time until the late 1930s. Boundaries of the central business district were established by the CN railways to the north, the CPR line to the west, and a steep river bank to the south. Districts formed, including a warehouse district next to the railway lines; major department and specialty stores on Jasper Avenue, 97 and 101 Streets; and a financial district on Jasper Avenue between 100 and 101 Streets.

The 1947 discovery of oil in the Leduc area sparked a major land boom. A number of commercial properties were redeveloped in the Downtown. Jasper Avenue and 101 Street were transformed by the addition of multi-storey buildings. Development expanded to the south and west. The northern and eastern portions of the Downtown were left as areas of discard, as parking lots and aging structures.

Jasper Avenue, 1945: Downtown's Main Street. *Photo courtesy the Provincial Archives of Alberta*

■ The Recent Past

By the late 1970s Edmonton's Downtown had been transformed into a major urban centre, complete with skyscrapers, underground LRT, pedways, and record employment levels. The boom was expected to continue indefinitely. This was not the case, however, as the boom came to a sudden halt in 1982.

Since the early 1980s downtown development has been sporadic. While this period of slow growth has been difficult for a majority of business and property owners in the Downtown, it can be seen as a mixed blessing for the long term qualitative development of the Downtown. The slowdown has provided an opportunity to rethink what kind of qualities we want to build into our city's centre as we move toward the year 2005. It has allowed us to reflect on how to develop a better quality of life, a better environment for all people who use the Downtown and take pride in our city.

4. DOWNTOWN COMMUNITY PROFILE

Planning for the future of the Downtown involves an appreciation of such factors as business, development, existing land use and demographic statistics. It also involves an understanding of the distinct characteristics of the different areas which make up the Downtown.

■ Downtown Businesses

A detailed breakdown of the type of businesses which exist in the Downtown is provided in Table 1 - Downtown Businesses and summarized in Figure 1.

The majority of businesses in the Downtown (23.4%) are in the business service sector.

Although the downtown retail sector makes up 19.9% of all downtown businesses, it constitutes only 6.3% of all retail businesses in the city. Conversely, the finance and insurance sector makes up only 5.3% of all downtown businesses, and 27.9% of all finance and insurance businesses in the city.

Figure 1 - Downtown Businesses

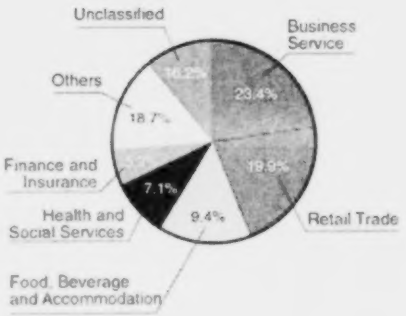


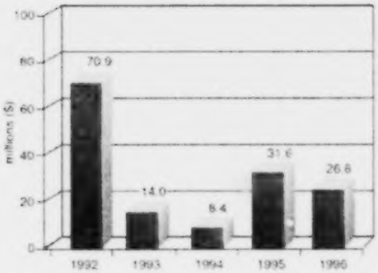
Table 1 - Downtown Businesses

Type of Business	Number	Percent of Downtown Total	Downtown as a Percent of City Wide
Business Service	532	23.4	18.0
Communication and Utilities	14	0.6	11.7
Construction	31	1.4	1.8
Education Service	15	0.7	13.8
Finance and Insurance	121	5.3	27.9
Food, Beverage and Accommodation	214	9.4	13.1
Health and Social Services	162	7.1	13.5
Manufacturing	30	1.3	3.3
Mining and Oilwell	6	0.3	3.8
Other Services	42	1.8	13.3
Personal and Household Services	77	3.4	8.2
Real Estate and Insurance Agents	93	4.1	38.3
Recreation and Amusement	12	0.5	9.9
Retail Trade	453	19.9	6.3
Transportation and Storage	88	3.9	15.2
Wholesale Trade	17	.7	2.0
Unclassified	369	16.2	29.2
TOTAL	**2276**	**100.0**	

■ Downtown Development

In 1996, 36 building permits were issued for projects over $100,000 in the Downtown, totalling approximately $26.8 million in value. This is down slightly from $31.6 million worth of permits in 1995. Major projects in 1996 included the Francis Winspear Centre for Music, Boston Pizza Restaurant and several internal alteration projects.

Figure 2 - Value of Downtown Building Permits (>$100,000)



■ Downtown Tax Revenues

In 1995, the Downtown provided the City of Edmonton with close to $62 million in tax revenues. Approximately 9.5% of all property taxes and 16.2% of all business taxes in the City were obtained from the Downtown.

The table below shows the amount of taxes generated from the Downtown in 1995, with comparisons provided for 1993 and 1994.

Table 2 - Tax Revenues Generated from Downtown

	Taxes Generated in 1995	Percent of City-wide Taxes 1995	1994	1993
Municipal Tax Levy	$24,603,282.20	9.5	12.0	15.5
Business Tax Levy	$10,350,367.82	16.2	17.0	17.7
School Tax Levy	$26,653,555.71			
Total	**$61,607,205.73**			

■ Downtown Festival Attractions

Edmonton is known as Festival City because of the ever increasing number of festivals held in the city throughout the year. The majority of these festivals and special events are focused in the Downtown over the summer months. In 1996, nearly 1.5 million people came to Downtown Edmonton to attend these major events (shown in the table below).

Table 3 - Attendance at Major Downtown Events and Festivals – 1996

First Night Festival	43,727
The Works	250,000
Jazz City	131,000
Street Performers Festival	182,525
Canada Day Celebrations	52,500
Klondike Days Parade	150,000
Klondike Days Festival	600,200
Santa Claus Parade	18,000
Light Up Downtown	10,000
Family Festival	30,000
Beat Beethoven Race	2,500
World Fire Fighter Games	25,000
Total	**1,495,452**

■ Downtown Demographics

The Downtown is characterized as having an extremely young population with more than 30% of all residents being between the ages of 20 and 29. The male/female ratio within the Downtown — 59% male and only 41% female — differs from the city as a whole.

Table 4 provides the 1993 age/sex distribution of Downtown residents with city-wide figures presented for comparison.

It is expected that the resident population count has increased since 1993, as some new housing developments have been built in the Downtown since then.

It is estimated that 50,000 full-time employees work in the Downtown.

Figure 3 - Age Distribution of Downtown Residents – 1993

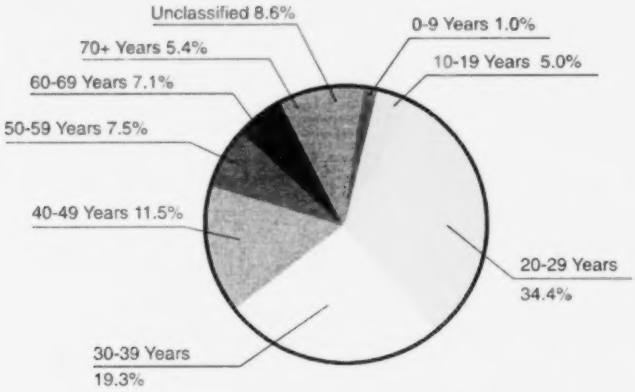


Table 4 - Age/Sex Distribution of Downtown Residents – 1993

	Downtown						City Total	
Age Group	**Male**		**Female**		**Total**			
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
0-9 Years	40	1.1	25	1.0	65	1.0	89,829	14.3
10-19 Years	155	4.2	160	6.2	315	5.0	77,725	12.4
20-29 Years	1,240	33.9	910	35.1	2,150	34.4	112,815	18.0
30-39 Years	790	21.6	415	16.0	1,205	19.3	120,815	19.3
40-49 Years	435	11.9	285	11.0	720	11.5	79,998	12.8
50-59 Years	265	7.2	205	7.9	470	7.5	52,071	8.3
60-69 Years	240	6.6	205	7.9	445	7.1	44,688	7.1
70+ Years	130	3.6	210	8.1	340	5.4	39,964	6.4
Unclassified	365	10.0	175	6.8	540	8.6	8,807	1.4
TOTAL	**3,660**	**100.0**	**2,590**	**100.0**	**6,250**	**100.0**	**626,652**	**100.0**

Land Use

The map on the following page shows the existing land use for Downtown Edmonton. The table below presents a statistical breakdown of land uses in the Downtown.

As might be expected, the majority of properties in the Downtown are commercial. Commercial properties make up 31.6% of the total land area. Vacant lands and lands devoted to parking make up 24.6% of total land area, providing ample opportunity for new development.

Over 64% of downtown residential units are in high rise buildings.

Figure 4 - Downtown Land Use - 1997

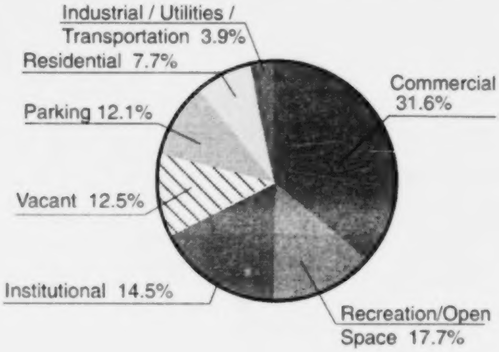


Table 5 - Downtown Land Use - 1997

Land Use	Land Area	
	Hectare	%
Residential	12.3	7.7
Commercial	50.8	31.6
Industrial / Utilities / Transportation	6.3	3.9
Institutional	23.3	14.5
Recreation and Open Space	28.4	17.7
Parking	19.5	12.1
Vacant (undeveloped)	20.1	12.5
Total	160.7	100.0

Neighbourhood Characteristics

A combination of land use and other factors define the Downtown's five neighbourhoods.

The Commercial/Cultural Core is a concentration of high density commercial uses combined with cultural facilities. It is also home to City Hall and the majority of municipal offices. All but one of Downtown's major office towers (25 storeys or greater) are located here.

The Warehouse District is an urban mix, made up of old warehouses converted to commercial, residential, and other uses and a large number of vacant properties ripe for development. This area is less dense, with most buildings being only one, two, or three storeys high.

Jasper Avenue West is the western portion of the Downtown's "Main Street". It contains a variety of retail and other commercial uses interspersed with several high rise office towers.

The Capital City Precinct is home to the Alberta Legislature building and grounds and several high quality office towers with associated commercial uses.

McKay Avenue Area houses over 4,000 residents living in a variety of walk-up and high rise apartments. The area is characterized by mature tree-lined streets and steep sloping topography.

Existing Land Use

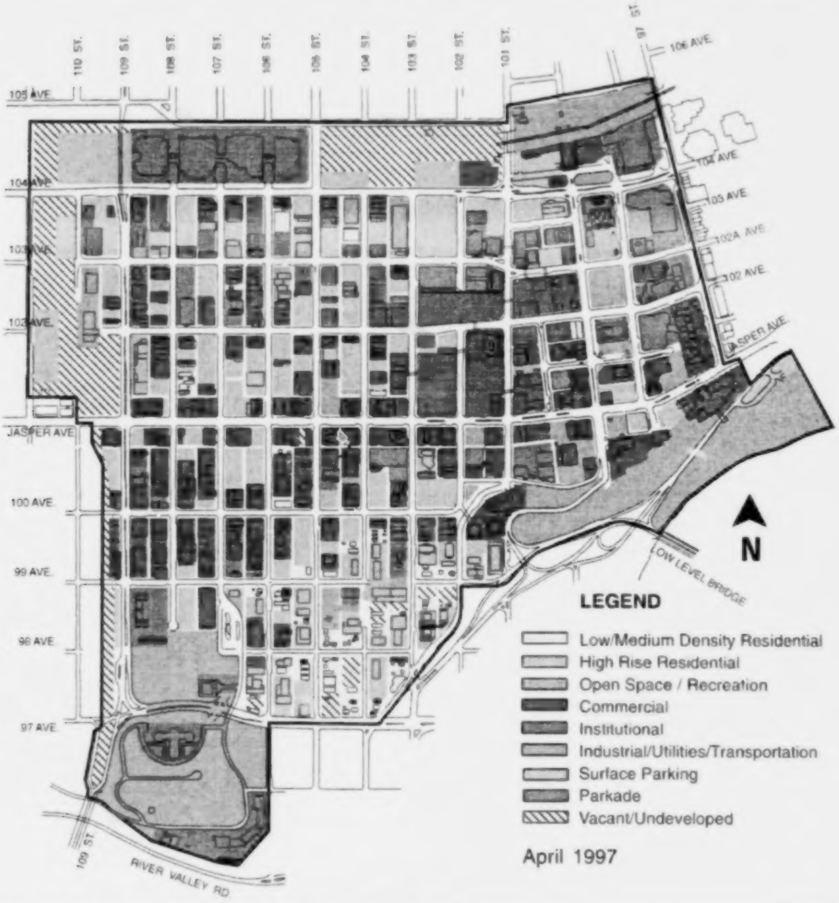


Table 6 - Downtown Statistical Summary - Highlights

• Businesses	2,276
• Downtown Employment (estimated)	50,000
• Retail Establishments	453
• Office Vacancy Rate (Dec.1996)	16.9%
• Leasable Office Space	1,367,674 m^2
• Assessed Value of Downtown Properties	$2.2 Billion
• Number of Downtown Properties	720
• Land Area	137.4 ha
• Resident Population (May 1993)	6,250
• Dwelling Units	5,470
• Apartment Vacancy Rate (Oct.1996)	6.3%
• Hotel Rooms	2,639

5. PAST PLANNING EFFORTS

This plan will replace the 1981 Downtown Area Redevelopment Plan. Prior to the 1981 Plan, growth and development in the Downtown were governed under special sections of the City of Edmonton's 1961 and 1970 General Plans. The 1977 Planning Act of Alberta allowed the designation of an area of a municipality as a redevelopment area and the adoption of a plan for that area known as an Area Redevelopment Plan. It also allowed for the development of the current Land Use Bylaw governing zoning. An Interim Development Bylaw (interim since 1950) preceded the development of the current Land Use Bylaw.

Recent non-statutory planning efforts in the Downtown included a Mayor's Task Force on the Heart of the City, which produced its report "A Blue Print for the 21st Century" in 1986. Another downtown program was the PRIDE program (PRogram to Improve Downtown Edmonton) whereby a number of downtown improvements were initiated by the private and public sectors and coordinated through the Planning and Development Department.

6. DOWNTOWN ORGANIZATIONS

A number of private sector organizations focus on the Downtown. While several city-wide organizations have a major interest in downtown issues, the organizations listed below deal exclusively with the development of the Downtown.

The Downtown Business Association (DBA) was established under the Business Revitalization Zone (BRZ) legislation in 1985 to represent the businesses operating within the Downtown area. The DBA was preceded by the City Centre Association which was formed in 1983.

As a self-help organization funded by its 2,300 members, the goals of the DBA are:

- to promote Downtown Edmonton's image and identity through events, attractions and marketing,
- to encourage planning and environmental standards for new developments and to promote beautification, safety and mobility, and
- to provide leadership and to communicate matters of concern to members, government officials and the public.

The Urban Design Review Panel (UDRP) was formed in 1986. The UDRP is a voluntary advisory body, sponsored by the Downtown Business Association. The panel provides impartial advice to the community on matters concerning urban design in the Downtown — public or private.

The Edmonton Downtown Development Corporation (EDDC) was established in 1986 by City Council as a private non-profit corporation as a result of the Mayor's Task Force on the Heart of the City. The mandate of the EDDC is to promote, co-ordinate and facilitate projects to revitalize Downtown Edmonton.

7. TRENDS, ISSUES AND OPPORTUNITIES

In 1995, the Downtown provided the City of Edmonton with close to $62 million in tax revenues. Consequently, all Edmonton taxpayers have a vested interest in keeping the Downtown strong and healthy. We also need to protect the Downtown's appearance and vitality because, as the focal point of our city, it establishes Edmonton's image in the eyes of the world.

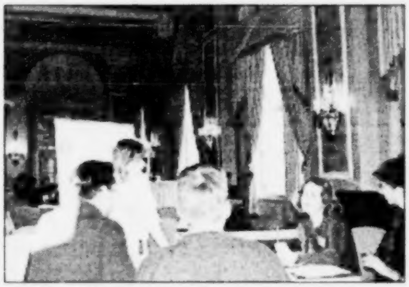
The Downtown's traditional economic dominance in the region has been eroded by technological innovations, a new era in political thinking and a persistently slow economy. We need to understand the changes at work, so we can capitalize on emerging opportunities.

■ Trends

Consider the following trends that are impacting Downtown:

- Our new information age of computers, cellular telephones, modems, the world-wide web and fax machines has reduced the need for companies to cluster together.

- Alternative forms of work space, such as offices in the home, the "virtual" office and office "hotelling" are becoming more popular.
- More companies are moving towards the "paperless" office, which dramatically affects the amount and form of space they need.
- The private and public sectors are continuing to reorganize and downsize.



Downtown Ideas Forum, 1994.

In many respects, we have just begun to feel the impact of these changes. The central business district must adapt if it hopes to compete with other locations to attract its share of commercial activity.

Issues and Opportunities

A number of important questions on the future of Downtown were raised by the individuals and organizations involved in the Downtown Plan Review public participation process. A brief sampling of those questions is provided here:

The Economy

- *The Downtown possesses many assets that will help it compete for new economic development. How can we best promote its strengths? For example, how can we encourage further growth of educational institutions?*
- *What kind of land use policies and development controls will best encourage development in the Downtown?*
- *How can the Downtown's present offerings of goods, services and amenities be adapted to mesh with changing technology and demographics? What new roles can the Downtown play in our evolving society?*

Arts, Culture and Entertainment

- *How can we strengthen the Downtown's role as the cultural heart of Edmonton?*
- *How can arts and cultural facilities and events increase the Downtown's competitive advantage for attracting new business?*
- *What facilities and incentives would convince artists and arts and cultural groups to live and work Downtown?*
- *How might the public and private sectors be encouraged to display more art in public places?*

Housing

- *For almost 20 years, City Council has endorsed downtown housing as a means to build a strong, stable population base that will contribute to the safety and vitality of the area. Given these supportive policies, why has there not been more housing built in the Downtown proper?*
- *How can we attract the groups of people most likely to be interested in becoming downtown residents?*
- *How can we make the Downtown more appealing as a place to live so it can compete with other areas in terms of price, amenities, appearance and access to local services?*
- *How can the City support developers and housing agencies in choosing the Downtown as a site for building new housing developments?*
- *How do we best capitalize on the Downtown's potential to offer unique forms of housing, e.g., lofts, live/work combinations like apartment/studios?*

Community Development

- *Do downtown residents want to have a voice in ongoing downtown affairs? Do they have an interest in forming a community organization?*
- *What kind of services do residents, employees and visitors to the Downtown need now and in the future?*

Parking and Transportation

- *What can be done to overcome the public's negative perception of parking in the Downtown? How can the Downtown compete with suburban malls where parking for shoppers is free?*
- *How can we balance the need to move buses and other vehicles efficiently and safely through the Downtown with requests for more on-street parking?*
- *Most people who work downtown drive to work because they have access to abundant, inexpensive all day parking. How can we encourage more downtown employees to use transit?*
- *Do we need to develop better pedestrian and bicycle connections between the Downtown, adjoining communities and the River Valley?*

The Environment

- *By encouraging the development of Downtown, with its concentration of infrastructure, we can to some extent, prevent the absorption of farmland through urban sprawl. How can we encourage more environmentally sensitive Downtown development?*

Historic Preservation

- *What can be done to encourage property owners to keep and restore their historic buildings?*
- *How might the City support areas with a high concentration of historic buildings to make them more attractive for businesses and residents? How can we promote the conversion of historic buildings to residential uses?*

Police foot patrols create a sense of security.

Rice Howard Way – a pedestrian friendly area that adds vitality to the downtown core.

Urban Design

- *How can we encourage good design of buildings and both public and private spaces that will give interest, variety and vitality to downtown streets?*
- *How can our streets be more comfortable, convenient, friendly and safe for pedestrians?*
- *How can we encourage the private sector to retrofit buildings to create new shops and activities at street level?*
- *How do we balance the benefits of the pedway's convenience and weather protection with the need to encourage business and pedestrian activity on downtown streets?*
- *What design standards should we have for surface parking lots concerning lighting, paving, landscaping and drainage of the site?*

Personal Safety and Security

- *People will stay away from the Downtown if they fear for their safety. How can we make downtown streets and parking areas more secure?*

Parks, Recreation and Open Space

- *Is the Downtown adequately served with parks and open space? With recreational facilities and programming?*
- *Could existing public open spaces be used more effectively? How can Sir Winston Churchill Square best meet the numerous roles expected of it?*

III

VISION AND CONCEPT

This chapter presents a vision of the desired future Downtown in terms of living Downtown, the physical environment, the commercial environment, the natural environment, getting to and around Downtown, and the neighbourhoods of Downtown.

The overall development concept presented in this chapter summarizes the major elements and initiatives proposed for the Downtown area as a whole.

1. VISION OF DOWNTOWN EDMONTON

The Downtown Plan Review Steering Committee held a visioning workshop in February 1995 to discuss their ideas, and their vision of what they would like Downtown Edmonton to be like, looking 20-25 years into the future.

The Steering Commitee's vision starts with the recognition that buildings alone do not revitalize a downtown. People do. The essence of the Plan is, therefore, to bring Downtown back to life by bringing people back Downtown.

The Steering Committee sees Downtown Edmonton of the future as:

> ***... a place where people linger after work. Where seniors gather. Where families meet. Where artists live and work. Where five diverse neighbourhoods provide so much life and activity that people come downtown, just to be downtown.***

This vision embraces six aspects of downtown.

Living Downtown *The Downtown is one of Edmonton's most popular places to live, especially McKay Avenue ...the primary residential area for seniors, singles, and even young families who want something more than the typical suburban lifestyle. The Warehouse District, too, offers an eclectic mix of options for artists, students and urbanites. People now live throughout the Downtown ...within safe, healthy neighbourhoods where residents feel a strong sense of community.*

Physical Environment *The Downtown is a place of diversity ...whether they're formal or friendly, streets all have a comfortable, human scale. Historic buildings provide a sense of the past ...new developments take us into the future in style. The doors of shops and businesses open onto streets ...bright canopies and awnings over sidewalks add colour and life to downtown sidewalks. This warm urban landscape is distinctly Edmontonian in its look, feel and character.*

The Downtown Economy *A strong development climate and an ever-increasing population base attract business and investment to the Downtown. Shops, restaurants, clubs and a variety of services are open well into the night. Arts and culture are important components of the Downtown economy ... education, too, is now seen as a major economic contributor to the Downtown.*

Office workers enjoying lunch hour break in Beaver Hills House Park.

Natural Environment *There is easy access to the paths and attractions of the river valley, along urban plazas and natural areas. A network of parks and open spaces encourages people to sit and enjoy the sights and sounds ...winter is embraced by sunny pockets and sheltered pedways. The Downtown is defined by tree-lined boulevards and distinctive gateways, delighting the senses and providing a strong sense of place.*

Getting To and Around Downtown *It's easy to get Downtown by car or transit, day and night. Within Downtown, two-way streets set a more relaxed pace for traffic, a better pace for pedestrians. There is abundant, affordable parking along the streets. Many downtown employees use public transit ...pedways and heated transit shelters make the fact of winter easier.*

Neighbourhoods *Those who live in the McKay Avenue area ... entrepreneurs who do business in the Warehouse District ... office workers and artists who travel each day (and each night) to the Commercial/Cultural Core ... all feel a sense of connection with the people of their neighbourhoods. The Capital City Precinct is a visible and dominant part of the downtown experience ...Edmontonians take pride in the city's status as provincial capital. Jasper Avenue is once again our city's main street. Together, the qualities of these five neighbourhoods contribute to a downtown that has truly fulfilled its potential as the heart of our city.*

2. DOWNTOWN DEVELOPMENT CONCEPT

The proposed Downtown Development Concept evolved from the Steering Committee's Vision and the ideas generated through the public process. As shown on the Downtown Development Concept map (p. 25) the concept builds on the strengths of the Downtown through a number of strategic actions.

The concept presented here is based on the policies and actions outlined in Chapter IV of the Plan.

The Downtown Development Concept is summarized under the following six points.

1. Strong residential population

The Plan proposes to build upon the existing resident population, and to see this population increase to 10,000 over the next eight years.

McKay Avenue Area offers a diversity of housing types.

The Plan supports a wide range of housing options, stronger communities, safer neighbourhoods, and the creation of urban village centres. The Plan concept is to focus on two areas for residential growth — McKay Avenue and the Warehouse District.

- As the McKay Avenue neighbourhood is an established downtown residential community, the development concept is to strengthen its identity and character.
- The Warehouse District's commercial and industrial character, however, must be transformed into a more attractive environment for residential and commercial mixed use development. This will entail the introduction of new urban design standards along with a program of physical improvements to specific streets and areas.

Small parks contribute to the quality of life Downtown.

The Plan proposes to stimulate new housing by introducing a $4,500 grant for each new unit built in the Downtown for a period of three years. This financial incentive would apply to new housing developments and the conversion of existing, vacant commercial space to residential uses, anywhere in the Downtown.

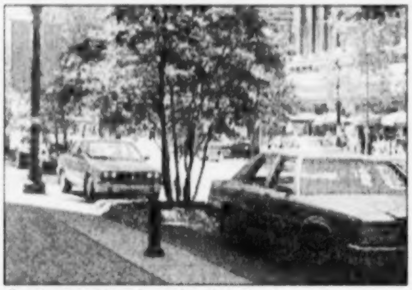
2. Quality physical environment

The Plan promotes a diversity of uses within a high quality physical environment, and proposes a network of parks and open spaces throughout the Downtown, along with stately boulevards and distinctive gateways to provide formal entrances to the Downtown.

Policies and design guidelines have been developed to promote excellence in design, human scale architecture and a pedestrian-oriented street environment. The Plan suggests an approach to create more street-oriented retail shops in the commercial core through the retrofitting of major shopping complexes wherever possible.

Specific proposals to improve the physical environment in the Downtown include:

- Creation of distinctive street environments for special residential, commercial and historic streets such as 101 Street, 104 Street, 108 Street and 102 Avenue.
- Establishment of a Downtown Public Art Program and a Wall Mural Program.
- Development of an Arts District centred on Sir Winston Churchill Square.
- Improvements to special places such as the River Valley Edge, the Legislature Grounds, Heritage Trail and the abandoned railway corridors.
- Preservation of the Downtown's considerable historic resources.
- Further development of pedestrian zones such as Rice Howard Way and 99 Street.
- Provision of high quality, small scale amenities throughout the Downtown for the comfort and visual interest of the pedestrian.



On-street parking along shopping streets.

3. Proactive business climate

The Plan proposes a full spectrum of activities to revitalize the overall Downtown economy:

- The Plan calls for the elimination of duplication among downtown associations, and for the Downtown Business Association to lead the way in creating a downtown business network to promote Downtown and speak with one unified voice.
- Initially, it recommends developing and implementing a Downtown Business Plan, commissioning a market research study to identify potential downtown businesses and actively recruiting businesses to the Downtown.

The Downtown Business Association plays a lead role in Downtown revitalization.

- Economic Forums, held every two years, will maintain the forward momentum established by the Plan.
- Tangible support for business will include a new Enterprise Zone (EZ) in the Warehouse District; streamlined zoning; and reduced requirements for parking and amenities for residential developments.

Coupled with extremely attractive rates for commercial and retail space, and low property values for underdeveloped and vacant land, this proactive economic strategy is expected to attract new business and investment to the Downtown.

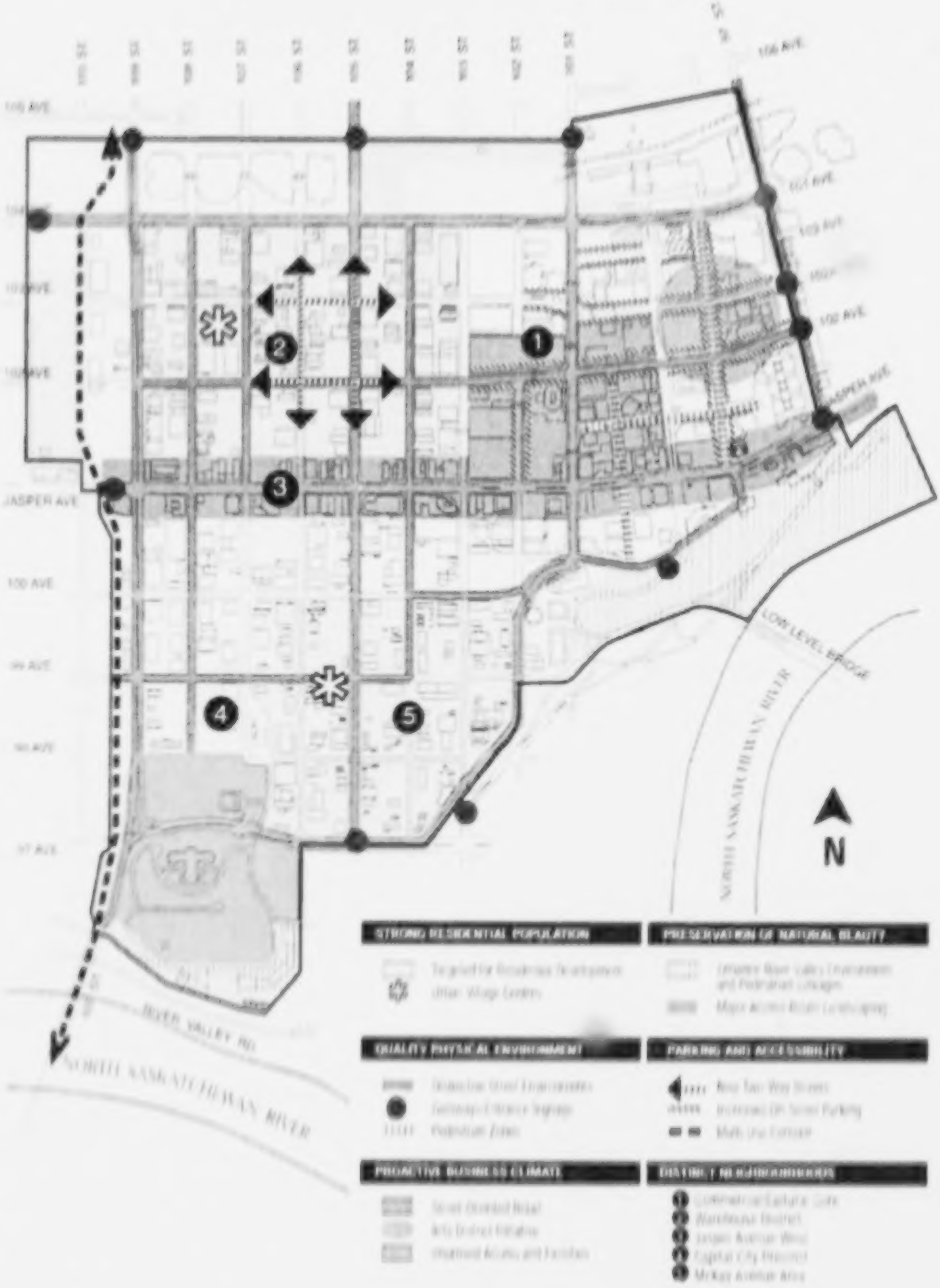
4. Preservation of natural beauty

Downtown's closeness to the river valley is an asset that has yet to be fully realized. The challenge is to protect the natural environment along the river valley while bringing this environment into the downtown experience.

- The development concept proposes improving vistas and pedestrian connections from Downtown and developing environmentally sound attractions on the top of the river bank and along the water's edge.

Downtown overlooking the River Valley Edge.

Downtown Development Concept


105 AVE
104 AVE
103 AVE
102 AVE
JASPER AVE
100 AVE
99 AVE
98 AVE
97 AVE
106 AVE
LOW LEVEL BRIDGE
NORTH SASKATCHEWAN RIVER
RIVER VALLEY RD
1
2
3
4
5
N
STRONG RESIDENTIAL POPULATION
Targeted for Residential Development
Urban Village Centres
PRESERVATION OF NATURAL BEAUTY
Enhance River Valley Environment and Pedestrian Linkages
Major Access Route Landscaping
QUALITY PHYSICAL ENVIRONMENT
Pedestrian Street Environments
Gateways/Entrance Signage
Pedestrian Zones
PARKING AND ACCESSIBILITY
New Two Way Streets
Increased On Street Parking
Multi Use Corridor
PROACTIVE BUSINESS CLIMATE
Street Oriented Retail
Arts District Initiative
Improved Access and Facilities
DISTRICT NEIGHBOURHOODS
Commercial/Cultural Core
Warehouse District
Jasper Avenue West
Capital City Precinct
McKay Avenue Area

- The "Greening of the Core" tree planting program, and landscaping along major access routes will provide the Downtown with inviting pedestrian destinations and gracious, tree-lined streets.
- Within downtown neighbourhoods, central parks and open spaces will become meeting places where residents socialize, take part in recreational activities, or just take in the sun.

5. Parking and accessibility

The development concept puts pedestrians first throughout the Downtown.

Jasper Avenue: in the heart of the commercial core.

- To provide a better overall pedestrian environment, the concept calls for streetscape improvements, special pedestrian routes and zones and mid-block pedestrian crossings.
- The Plan proposes converting one-way streets to two-way streets to reduce traffic speed, improve access to businesses and simplify traffic circulation.

Parking in the core - providing for bicycles as well as cars.

Additional on-street meter parking is recommended for the commercial core.

The Plan also proposes free parking or reduced-rate meter parking on Saturdays. Relaxed enforcement of meter violations is proposed as part of a unified parking program.

The development concept continues to place a priority on public transit service. Recommendations include improving transit stops to make them more attractive and comfortable, introducing a tourist attraction shuttle bus or vintage streetcar and extending LRT service to the south, west and northwest. The concept also promotes a designated bicycle route system through the Downtown.

6. Distinct Neighbourhoods

Edmonton's downtown is unique in possessing five neighborhoods with markedly different characters.

The Plan recognizes that each neighbourhood has unique issues, problems and opportunities. It is neither possible nor desirable to overlook these differences. The Plan intentionally seeks to enhance each neighbourhood's particular qualities. This neighbourhood approach has both practical and social merit:

- For such downtown issues as parking, the best solution for one neighbourhood is not necessarily best for another.

The Legislature Grounds - a major tourist attraction

- Landscaping suited for the Warehouse District would not necessarily be appropriate for the Commercial/Cultural Core or the Capital City Precinct.

Approaching issues on a neighbourhood level is also expected to generate higher levels of citizen involvement:

- People are more inclined to take an active interest in changes proposed for their immediate vicinity.
- By attending meetings and open houses on topics of immediate relevance, neighbours will meet one another, business owners will form alliances.

El Mirador Apartments in the Warehouse District.

These personal contacts will ultimately foster stronger communities — creating the social climate necessary to achieve true change in the Downtown.

IV

POLICIES AND ACTION PLANS

This chapter is the core of the Plan: it contains the objectives, policies and action plans that will guide the future development of the Downtown over the next five to ten years. It addresses 11 areas of concern:

- Economic Development
- Commercial and Institutional Activities
- Arts, Culture and Entertainment
- Housing and Community Development
- Parks, Open Space and Recreation
- Transportation System
- Pedestrian Circulation
- Parking
- Urban Design
- Historic Preservation
- The Natural Environment

Each area of concern is addressed through a number of strategies, an objective, policies and an action plan. Each action plan lists policies, key actions required, and the agencies that will take the lead role in implementing key actions. Agency names are given in abbreviated form as follows:

IMPLEMENTING	**AGENCIES**
BOMA	Building Owners & Managers Association
DBA	Downtown Business Association
EAC	Edmonton Arts Council
EBCVA	Edmonton Business Council for the Visual Arts
EDE	Economic Development Edmonton
EDDC	Edmonton Downtown Development Corporation
EDUC	Educational Institutions
EPCOR	EPCOR
ERAA	Edmonton Regional Airport Authority
GC	Government of Canada
GEHBA	Greater Edmonton Home Builders Association
PROV	Province of Alberta
UDI	Urban Development Institute
UDRP	Urban Design Review Panel
WORKS	The Works
CITY OF EDMONTON	
AM & PW	Asset Management and Public Works Department
CS	Community Services Department
CSD	Corporate Services Department
EPS	Edmonton Police Service
OCM	Office of the City Manager
P&D	Planning and Development Department
T&S	Transportation and Streets Department

1. ECONOMIC DEVELOPMENT

Clearly, we can no longer depend on the growth of big business and government to anchor the Downtown's economy. But as we close that chapter in Edmonton's history, we can look ahead, with excitement and optimism, to opportunities now emerging to diversify the Downtown's economic base. With diversity comes strength and a fresh wave of new energy. The Downtown can profit handsomely from today's changing business and social climate.

The Downtown Plan presents a number of strategies for economic development.

- Embrace the vision of a strong, progressive downtown and forge a commitment to foster its growth.
- Maintain high quality infrastructure to support compact, efficient development.
- Encourage quality development through effective, streamlined administrative processes.
- Undertake market research to target growth opportunities.
- Recruit new businesses and broaden marketing activities.
- Actively promote downtown housing and other forms of redevelopment and reinvestment.
- Build networks and partnerships among the Downtown's many economic players to tackle issues, improve services and launch new economic initiatives.
- Strengthen the Downtown's role in Edmonton's tourism industry.

OBJECTIVE

To build on and realize the strengths of the Downtown as the heart of the Edmonton community: an international centre for the arts, culture, tourism, education, and knowledge-based industries, and a leading national business, finance and government centre.

POLICIES

■ Overall Economic Development

An Economic Vision for Downtown

Policy 1.1 Promote the Plan and its economic vision for the Downtown to encourage investment and attract people.

Reinvestment Advantage

Policy 1.2 Support major public and private reinvestment in the Downtown to stabilize and increase the Downtown tax base.

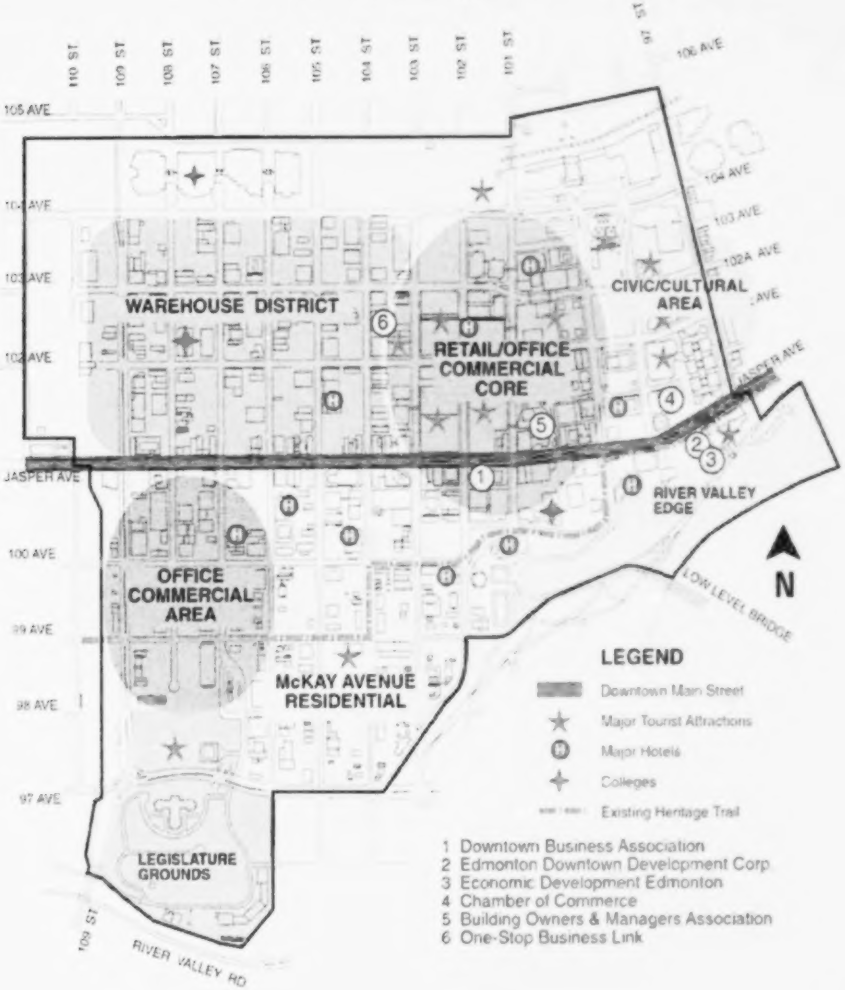
Redevelopment Advantage

Policy 1.3 Support a compact Downtown in recognition of the substantial cost savings (in infrastructure and support services) associated with concentrating development in the centre of the city.

Infrastructure

Policy 1.4 Ensure that the infrastructure and utilities serving the Downtown are maintained and upgraded to accommodate economic growth in the Downtown.

Economic Development



Quality Development

Policy 1.5 Adopt land use regulations, guidelines and administrative processes that encourage quality development in the Downtown.

Downtown Business Plan

Policy 1.6 Develop and implement a Downtown Business Plan with a set of integrated strategies to attract new economic activities and keep existing activities in the Downtown.

■ Market Research/Business Recruitment

Market Research

Policy 1.7 Commission a market research study to identify economic growth opportunities for the Downtown including commercial, residential, institutional and industrial opportunities.

Business Recruitment and Retention

Policy 1.8 Implement a program to recruit new businesses and assist existing businesses to adjust to the changing marketplace, based on the market research undertaken for the Downtown.

Marketing and Promoting the Downtown

Policy 1.9 Market the Downtown as a place to live, visit and conduct business and promote the Downtown and its attractions, assets and events.

■ Economic Development Partnerships

A Strong Unified Voice for Downtown Economic Development

Policy 1.10 Ensure a strong unified voice for downtown economic development by clarifying the roles of the key stakeholders and eliminating any overlap or duplication of activities.

Downtown Economic Community Network

Policy 1.11 Facilitate networking and strategic partnerships among members of the downtown economic community.

A Forum on Downtown Economic Development

Policy 1.12 Provide a forum to conduct a comprehensive review of the economic priorities of the Downtown and to address emerging downtown issues and opportunities.

■ Special Economic Development Initiatives

Tourism Infrastructure

Policy 1.13 Prepare and implement a Downtown Tourism Plan to improve and promote downtown and adjacent river valley attractions in order to better serve Edmonton area residents, tourists and business travellers.

Enhancing the Capital City

Policy 1.14 Enhance Edmonton's status as Alberta's capital city through improvements to the Downtown, and especially to the Capital City Precinct and the Legislature Grounds.

Downtown Research Centre

Policy 1.15 Develop a downtown research centre, in conjunction with the Edmonton Research Park and the University of Alberta, as a focus for high tech business, educational and industrial research and production.

Millennium and Centennial Projects

Policy 1.16 Plan for and implement special millennium and centennial projects in the Downtown in recognition of the new millennium, the City's 100th birthday in 2004 and the Province's 100th birthday in 2005.

Summer festival in the commercial core.

ACTION PLAN

■ ECONOMIC DEVELOPMENT

POLICY*		KEY ACTIONS	LEAD ROLE
1.6	Downtown Business Plan	• Develop and implement a Downtown Business Plan.	DBA
1.7	Market Research	• Commission a market research study to identify economic growth opportunities in the Downtown.	DBA
1.8	Business Recruitment	• Hire a business recruitment officer for an initial period of three years.	DBA
1.9	Marketing and Promotion	• Develop and implement marketing and promotional programs for the Downtown, including parking, housing and business reinvestment programs.	DBA
1.10	Unified Voice	• Clarify roles and eliminate duplication among key downtown organizations (DBA, EDDC, etc.); implement changes.	OCM DBA EDDC
1.11	Economic Network	• Develop and maintain a list of individuals and organizations, including residents, as a resource for a variety of communication, marketing, promotion and development purposes; communicate on an ongoing basis through newsletters, meetings, workshops and other means.	DBA
1.12	Economic Forum	• Organize and conduct a downtown economic forum every two or three years.	EDE DBA
1.13	Tourism Infrastructure	• Prepare a Downtown Tourism Plan; undertake a user needs assessment regarding Downtown's tourism services and facilities; develop short and long term options for improved or new services and facilities; implement on a staged basis.	EDE DBA
1.14	Capital City Precinct Plan	• Prepare and implement a Capital City Master Plan for the Legislature Grounds and the Capital City Precinct.	PROV P& D
1.15	Downtown Research Centre	• Undertake a feasibility study regarding establishing a research centre in the Downtown; identify potential accommodation; recruit research businesses and agencies.	EDE EDUC (UofA) DBA P& D
1.16	Millenium and Centennial Projects	• Establish Millenium and Centennial Committees; establish funding; implement special projects.	DBA

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

2. COMMERCIAL AND INSTITUTIONAL ACTIVITIES

The Downtown continues to face heavy competition from suburban malls and megastrips for new commercial growth. To compete effectively in today's changing marketplace, the Downtown must establish itself as a commercial centre with unique and desirable assets.

The Downtown Plan proposes a commercial development strategy involving:

- A wide range of actions and programs to foster commercial growth.
- Public improvements and support for private sector initiatives.
- Increased street-oriented retail.
- Establishment of an Enterprise Zone.
- Promotion of tourism.

Grant MacEwan College, Alberta College, the Alberta Vocational Centre and Athabasca University all call the Downtown home, and the University of Alberta is only one LRT stop away.

With information and communication technologies the focus of our new age, the Downtown sits poised for leadership in this exciting growth sector.

The Downtown Plan's strategy for institutional activities targets:

- Building solid partnerships between the downtown community and educational and religious institutions to pursue mutually beneficial opportunities.
- Exploring the Downtown's role as a centre for information services and technology.

OBJECTIVE

To increase the amount and diversity of commercial and institutional activity in the Downtown by providing an attractive, convenient and affordable environment for commercial and related activity and by providing businesses and property owners with the flexibility and support needed to adapt to economic change.

POLICIES

Commercial Retail and Office Development

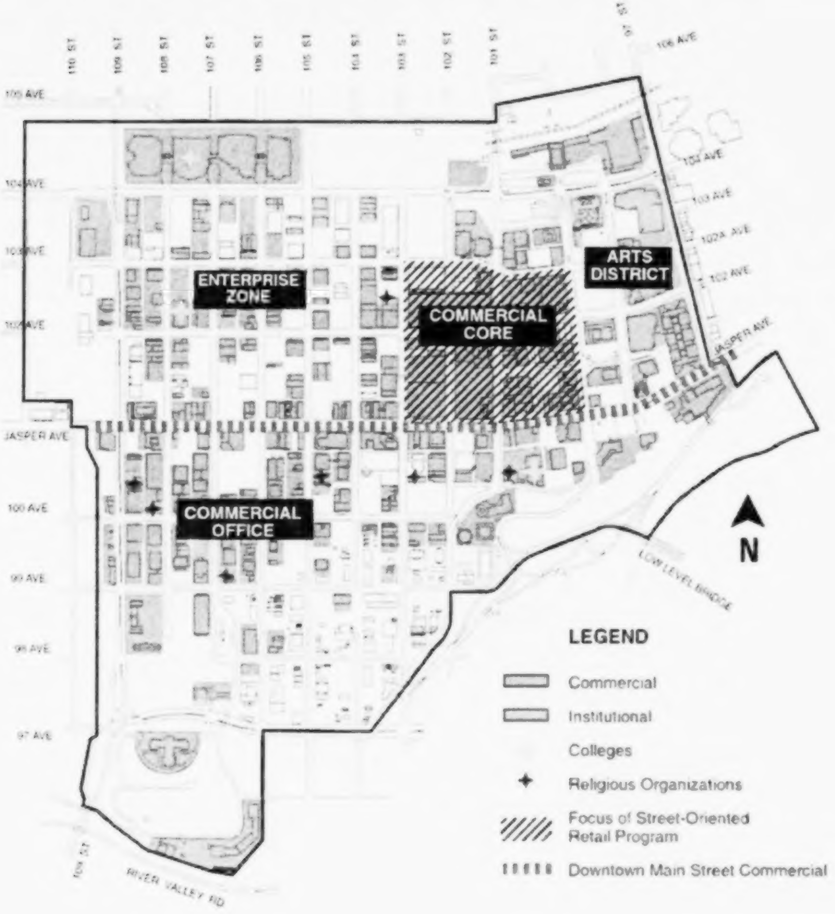
Programs to Support Commercial Growth

Policy 2.1 Facilitate commercial development through a wide range of actions and programs, including business recruitment, marketing and parking programs.

Physical Improvements in Commercial Areas

Policy 2.2 Plan and implement, in consultation with key stakeholders, improvements to streets, sidewalks and other public space in commercial areas to foster private sector reinvestment in those areas.

Commercial and Institutional Activities



Support for Private Sector Improvements in Commercial Areas

(Bylaw 12931, January 15, 2002)

Policy 2.3 Support efforts by property owners and businesses, through the establishment of a program to encourage the revitalization of the interior and exterior of existing major commercial complexes in the downtown, to create more attractive commercial areas through minor, localized improvements to street level public and private spaces.

Street-Oriented Retail Program

Policy 2.4 Undertake a detailed design and feasibility study, with associated demonstration projects, to establish a program to increase street-oriented retail in the commercial core.

Warehouse District Enterprise Zone

Policy 2.5 Target the Warehouse District as a special Enterprise Zone where business development is stimulated through a variety of complementary actions, including flexible development regulations and guidelines, reinvestment incentives, small business incubators, marketing and promotion.

Concentration of Government Offices

Policy 2.6 Encourage provincial and federal governments to maintain a strong presence in the Downtown, especially in the Capital City Precinct, by retaining existing offices and relocating other offices to the Downtown.

Public Information Outlets

Policy 2.7 Provide convenient public information outlets in the Downtown for government and economic agencies through measures such as one-stop service centres, the Citizens Action Centre and the Downtown Business Association's storefront office.

Downtown Residents

Policy 2.8 Encourage a wide variety of residential development in the Downtown in order to increase the Downtown's commercial consumer base.

Educational Institutions

Promote the Growth of Educational Institutions and Facilities

Policy 2.9 Encourage the growth of educational institutions and other training facilities by considering the needs of staff and students in providing supportive downtown services, programs and facilities.

Downtown University of Alberta Campus

Policy 2.10 Encourage the University of Alberta to establish a campus and other facilities in the Downtown.

Business and Education Partnerships

Policy 2.11 Establish partnerships between educational institutions and others to develop educational, apprenticeship and job placement programs with downtown employers.

Downtown Committee on Education and Information Technology

Policy 2.12 Establish a Downtown committee on education and information technology with a mandate to promote Downtown Edmonton as a world knowledge centre.

Religious and Community Service Organizations

Religious and Community Service Organizations

Policy 2.13 Provide support to religious and community service organizations located in the Downtown and facilitate communication between these organizations and downtown employees, residents and visitors.

Support Non-Profit Sector Organizations

Policy 2.14 Continue to support non-profit organizations in the Downtown by providing full or partial municipal property tax exemptions or accommodation at less than market rates to organizations performing vital community services.

Alberta College: one of Downtown's oldest educational institutions.

ACTION PLAN

■ COMMERCIAL & INSTITUTIONAL ACTIVITIES

POLICY*	KEY ACTIONS	LEAD ROLE
2.2 Commercial Area Reinvestment	• See Sections 5, 6 and 9 of this chapter for area-specific improvement programs and actions.	P&D
2.3 Private Sector Improvements *(Bylaw 12931, January 15, 2002)*	• On an ongoing basis, work with businesses and property owners to provide information, advice and assistance on initiatives such as storefront initiatives and streetscape maintenance or improvements. • A program will be established that aims to encourage the revitalization of the interior and exterior of existing major commercial complexes in the downtown in order to both enhance building frontages and functionality, to revitalize the downtown core, and to restore the assessment base in the downtown. • The program will be established by a new City Policy entitled 'Major Commercial Complex Revitalization Incentive'. The Policy will establish criteria for qualification of the program, guidelines for the revitalization of the interior and exterior of existing major commercial complexes program parameters, and funding levels.	DBA P&D T&S AM & PW
2.4 Street Oriented Retail	• Develop Street-Oriented Retail Program as a public/private partnership; undertake a detailed design and feasibility study; identify and implement demonstration projects.	DBA BOMA P&D CSD
2.5 Enterprise Zone	• Amend the Land Use Bylaw to create EZ (Enterprise Zone) Zoning. • Establish an organization to provide assistance to emerging small businesses (incubators). • Develop and implement a marketing plan for the Enterprise Zone.	P&D DBA DBA
2.6 Government Offices	• Establish a process to identify government departments and agencies that could be relocated to the Downtown; identify potential accommodation, and negotiate relocation.	OCM DBA PROV GC
2.10 Downtown U of A Campus	• Through the process identified in 2.6 above, identify facilities, departments or sections of the U of A that could relocate to the Downtown; identify potential accommodation and negotiate relocation.	OCM P&D DBA EDUC (UofA)
2.11 Business and Education Partnerships	• Develop and maintain a list of educational organizations, downtown and interested businesses. • Communicate on an ongoing basis through newsletters, meetings, workshops and other means. • Develop a Placement Program for internship and permanent job placements.	DBA DBA EDUC
2.12 Education/ Information Technology Committee	• Establish an Education/Information Technology committee and develop promotion program.	EDE EDUC

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

3. ARTS, CULTURE AND ENTERTAINMENT

Edmontonians are becoming increasingly aware of the significant and far-reaching economic and social benefits of a strong arts, culture and entertainment industry. The Downtown currently boasts tremendous assets in this sector, from our impressive cultural facilities in the downtown core, to our extensive offering of venues and support services, and our programming expertise.

The Downtown Plan recognizes the value of this sector to strengthen Edmonton's tourism potential and global economic competitiveness. This sector also gives the Downtown a unique competitive edge over other parts of the city for attracting new economic development. Finally, by drawing people Downtown for specific events, it supports other downtown sectors.

The Downtown Plan proposes a five-point strategy to support and build the arts, cultural and entertainment sector:

- Intensify the use of existing arts and cultural facilities, and encourage the development of complementary activities.
- Encourage the public and private sector to purchase and display art throughout the Downtown.
- Provide financial and programming support for arts and cultural facilities, organizations and events that benefit the Edmonton community.
- Strengthen the marketing of downtown attractions and events.
- Encourage artists and arts groups to find offices, studios and living accommodation in the Downtown.

OBJECTIVE

To reinforce and expand the Downtown's role as a regional, national and international centre for the development and enjoyment of the arts, culture, and other forms of entertainment.

POLICIES

Arts District Development

Policy 3.1 Establish an Arts District centered on Sir Winston Churchill Square and adjacent properties; work with key stakeholders in developing coordinated programming initiatives, promotional strategies and an overall physical development plan.

Artists' Work/Live Program

Policy 3.2 Develop a program to encourage artists, arts and cultural groups and related professionals to find working and living space in the Downtown.

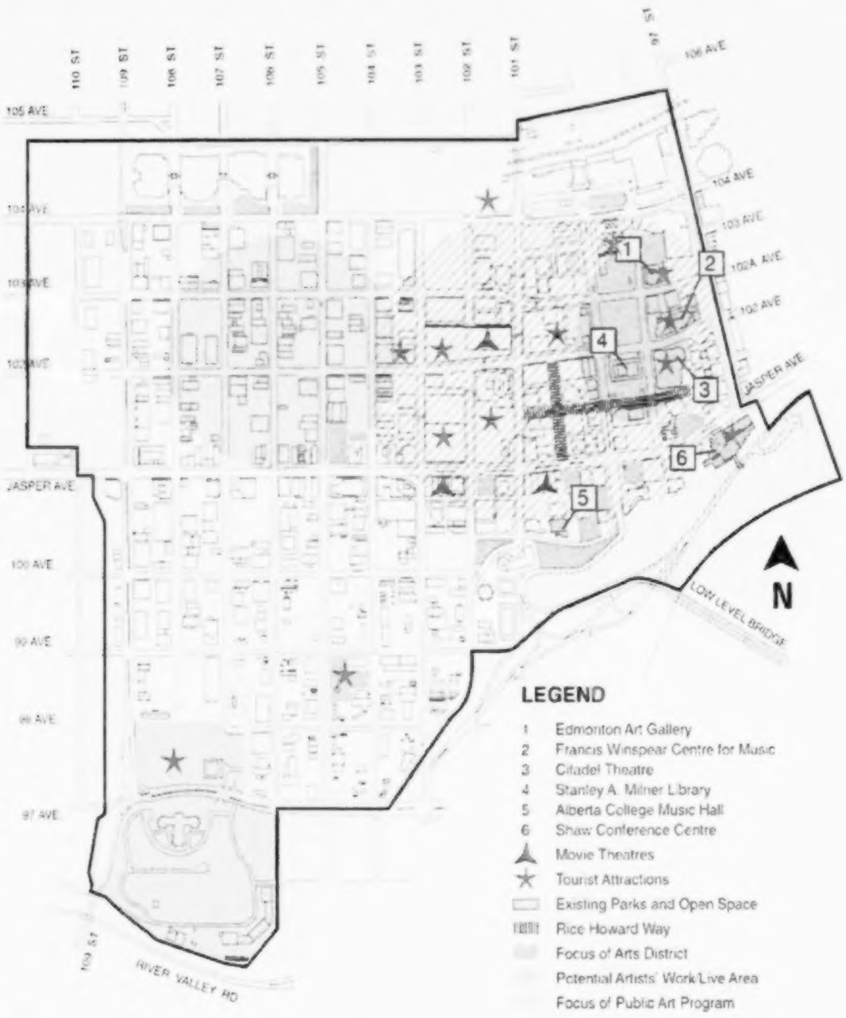
Downtown Public Art Program

Policy 3.3 Develop a Downtown Public Art Program to promote and administer the acquisition of public art and its display in public places in the Downtown.

Downtown Wall Mural Program

Policy 3.4 Develop a Downtown Wall Mural Program to promote and administer the creation of wall murals on private buildings throughout the Downtown.

Arts, Culture and Entertainment



Private Sector Sponsorship of Arts

Policy 3.5 Promote the public display of visual art on private property in the Downtown area through private sector promotion and sponsorship.

Financial Support for Arts and Cultural Facilities

Policy 3.6 Continue to provide both public and private sector support to arts and cultural activities in the Downtown through grants, tax exemptions and other forms of financial support or sponsorship.

The Shaw Building - located in the Warehouse District in an area targetted for conversions to loft housing and artists' work/live accommodation.

Financial Support for Festivals

Policy 3.7 Continue to provide financial support to established and emerging Downtown festivals through the Festival Operating Grant-In-Aid Program.

Joint Marketing and Promotions

Policy 3.8 Continue private/public sector partnerships to promote festivals, and arts, cultural and community events as part of the Downtown Edmonton experience.

Programming Performance and Festival Venues

Policy 3.9 Provide suitable venues for activities and events throughout the Downtown and encourage organizers to use venues in areas outside the Commercial/Cultural Core.

Jasper Avenue Parade Route

Policy 3.10 Re-establish Jasper Avenue as the Downtown's main parade route to bring more activity back to Edmonton's "Main Street".

ACTION PLAN

■ ARTS, CULTURE AND ENTERTAINMENT

POLICY*	KEY ACTIONS	LEAD ROLE
3.1 Arts District	• Identify and consult with key stakeholders to develop and implement an Arts District Plan involving coordinated programming, promotion and an overall physical development plan for the area.	EDDC EAC
3.2 Artists Work/Live Program	• Develop Artists' Work/Live Program; establish a private/public partnership with the Arts Habitat Corporation; undertake feasibility study; the city to allocate funds to sponsor a demonstration project in partnership with the Arts Habitat Corporation; establish framework for the development of further projects.	EAC P&D CSD
3.3 Public Art Program	• Develop Downtown Public Art Program; establish initial funding base and framework for long-term private-sector sponsorship; initiate program, starting in the Downtown Core Area.	EBCVA WORKS DBA EAC
3.4 Wall Mural Program	• Develop the administrative and funding framework for the Downtown Wall Mural Program; implement through private sponsorship or partnerships.	DBA WORKS
3.9 Event Venues	• Identify and use alternative venues throughout the Downtown for festival and other arts and cultural activities.	CS DBA

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

4. HOUSING AND COMMUNITY DEVELOPMENT

For almost 20 years, City Council has endorsed downtown housing as a means to build a strong, stable population base in the city centre. Despite supportive policies, however, little housing has been built in the Downtown proper during this time.

Exciting new initiatives are needed to tempt developers and Edmontonians to reconsider the Downtown as an attractive place to live.

The Downtown Plan's Housing Strategy:

- Targets McKay Avenue and the Warehouse District for new residential development.
- Recommends public improvements to enhance the appeal of these two areas as residential neighbourhoods.
- Allows housing in all areas of the Downtown.
- Encourages residential development on vacant lands and the conversion of warehouse and office buildings to residential use.
- Provides a flexible zoning framework and offers performance-based financial incentives to encourage developers to select Downtown sites for new projects.
- Encourages a public and private sector partnership to aggressively market the Downtown for housing.

The Downtown Plan also recognizes the importance of community in creating true neighbourhoods. Because a sense of community can only emerge from the residents themselves, the Downtown Plan can only offer expertise, services, programs and facilities to Downtown residents, to help them address community issues.

OBJECTIVE

To substantially increase the Downtown's residential population and to develop a sense of community amongst all downtown residents, while targeting McKay Avenue and the Warehouse District as primary residential areas.

POLICIES

Downtown Housing

Downtown Housing Targets

Policy 4.1 Promote an increase of the resident population in the Downtown to 10,000 people by the year 2004.

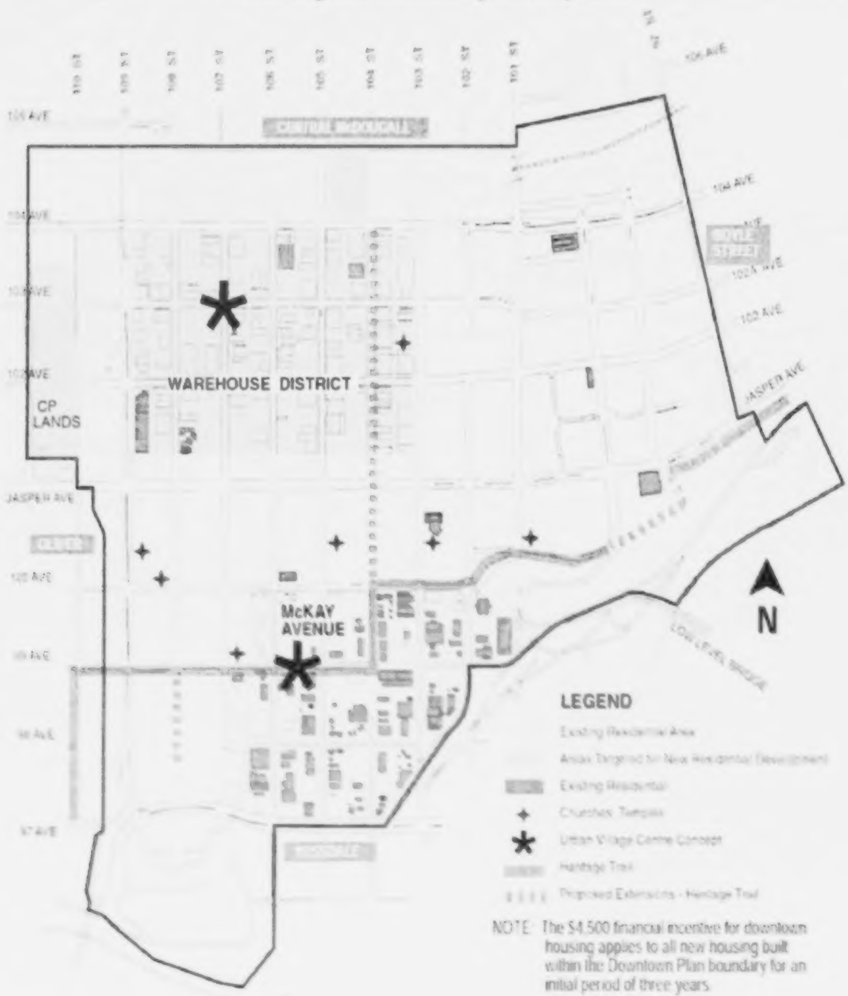
Variety of Housing Choice

Policy 4.2 Promote a wide range of housing choice in terms of housing type, price range, tenure and design in all areas of the Downtown and adjacent neighbourhoods.

Residential Infrastructure - McKay Avenue

Policy 4.3 Improve the residential environment in McKay Avenue through public improvements to streets, parks and open spaces and by establishing a central place, an urban village centre with a concentration of local commercial, neighbourhood facilities and support services.

Housing and Community Development



NOTE: The $4,500 financial incentive for downtown housing applies to all new housing built within the Downtown Plan boundary for an initial period of three years.

Residential Infrastructure - Warehouse District

Policy 4.4 Create a residential environment in the Warehouse District by developing pedestrian-friendly streets, by ensuring that adequate parks and open spaces, support services and amenities are provided for existing and future residents, and by establishing an urban village centre to serve as a focus of community life.

Downtown Housing Reinvestment Program *(Bylaw 12296, May 1, 2000)*

Policy 4.5 Establish a Downtown Housing Reinvestment Program providing up to $4,500 for each dwelling unit built within the Downtown Plan Boundary until the total budgeted amount of $4,500,000 has been allocated. The applicant shall enter into an agreement with the City of Edmonton as a condition of receiving money under this Program in accordance with the Downtown Housing Reinvestment Program Performance Criteria and Eligibility (attached as Appendix F).

Residential Conversion of Heritage Buildings

Policy 4.6 Continue to encourage the conversion of downtown heritage buildings to residential use through the financial incentives available through the City's Heritage Investment Fund, City Policy C-450.

Marketing Downtown Land for Housing

Policy 4.7: Implement a downtown Housing Marketing Program involving both private and public sector partners in the sale of their property and the promotion of downtown living.

Expanded Area for Residential Use

Policy 4.8 Stimulate downtown housing development by expanding areas zoned for residential development.

Flexibility in Applying Building Code Standards

Policy 4.9: Examine ways to provide more flexibility in the application of Alberta Building Code regulations in order to safely convert older buildings in the Downtown to residential use and work/live accommodation.

■ Community Development

Community policing at work.

Community Development in the Downtown

Policy 4.10 Establish a community development program in the Downtown that facilitates interaction amongst the residents and addresses the need for neighbourhood services and facilities.

A Residents' Community Organization

Policy 4.11 Work with residents to establish a formal community organization or other vehicle for involving residents in neighbourhood, downtown and central area issues.

Downtown Grocery Store Options

Policy 4.12 Negotiate with grocery food outlets to locate in the Downtown, or to provide pick-up and delivery service for downtown residents as an interim measure until the population can sustain a downtown grocery store.

Downtown Housing Registry

Policy 4.13 Maintain a registry of housing available in the Downtown for the information of potential residents.

Safety in Residential Areas

Policy 4.14 Ensure safety and security in downtown residential areas by maintaining a Community Police Station in the Downtown and by operating crime prevention programs such as Neighbourhood Foot Patrols, Neighbourhood/Apartment Watch and the Security Network Program.

Recreation and Preventative Social Services

Policy 4.15 Ensure that recreation programming and preventative social services are provided to residents; monitor the growth of residential development in order to maintain service levels.

Capital Ciity Condominiums on 109 Street - a major residential/office/commercial mixed use project.

ACTION PLAN

■ DOWNTOWN HOUSING

POLICY*	KEY ACTIONS	LEAD ROLE
4.3 McKay Avenue Infrastructure	• Plan and implement a program of public improvements (see Sections 5, 6 and 9 of this chapter for specifics).	P&D DBA
4.4 Warehouse District Infrastructure	• Plan and implement a program of public improvements (see Sections 5, 6 and 9 of this chapter for specifics).	P&D DBA
4.5 Housing Reinvestment Program	• Develop administrative procedures to implement the Downtown Housing Reinvestment Program; $4,500 per unit grant to apply to new housing development or conversions of existing buildings to a maximum of 10% of the value of construction, approved upon the issuance of an occupancy permit; operate the program for an initial period of three years, with a possible two-year extension; benefit of program to be reviewed annually; develop promotional materials and promote the program.	CSD P&D DBA
4.7. Marketing Downtown Housing	• Establish agreement with public and private sector property owners to cost-share marketing; evaluate market research results; develop target marketing program.	DBA GEHBA UDI AM & PW
4.8 Residential Zoning	• Through the adoption of this Plan and associated Land Use Bylaw amendments, expand the area in the Downtown zoned for residential development.	P&D
4.9 Flexible Occupancy Regulations	• Establish a process to examine Alberta Building Code regulations and develop recommendations regarding residential conversions.	P&D

■ COMMUNITY DEVELOPMENT

4.10 Community Coordinator	• Hire a community development coordinator for an initial period of two years; establish a program or process based on community resources, needs and opportunities.	CS P&D
4.11 Residents' Organization	• Establish a downtown residents' community organization if residents so desire. • Secure leased or free space to act as a community centre for downtown residents; determine long-term needs	CS P&D
4.12 Grocery Store Options	• Establish grocery delivery or pick-up service for downtown residents; initiate discussions with grocery food outlets about locating within the Downtown area.	CS
4.13 Housing Registry	• Maintain a registry of available downtown housing; promote the Registry.	EDDC DBA CS
4.14 Safety	• Establish a Downtown Community Police Station; continue to operate crime prevention programs.	EPS

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

5. PARKS, OPEN SPACE AND RECREATION

Parks, open spaces and special features like Heritage Trail play an important role in strengthening the appeal of the Downtown. Small areas of trees, shrubs and flowers soften the Downtown's hard surfaces.

Entertainment programs in outdoor plazas bring life and excitement to downtown streets. And if more people are to live in the downtown core, they will need access to the same, or an equivalent, standard of recreational facilities available in other high density, urban neighbourhoods.

Currently, almost all of the parks are clustered in the Commercial/Cultural Core. The Downtown needs a better distribution of parks and a wider variety of recreational opportunities, particularly in McKay Avenue and the Warehouse District which are targeted for more housing.

With its closeness to the river valley and its two major ceremonial open spaces — the Legislature Grounds and Sir Winston Churchill Square — the Downtown boasts some exceptional recreational assets.

It will be necessary to capitalize on the potential of these major greenspaces as well as the other smaller parks and open spaces to ensure they are used most effectively.

The Downtown Plan's strategy for upgrading parks and open spaces calls for:

- Acquiring parkland in those areas of the Downtown not adequately served.
- Providing a variety of traditional and innovative park spaces that will meet the year-round active and passive recreational needs of downtown residents, workers and visitors.
- Developing outdoor facilities and spaces for active sports such as basketball, volleyball, tennis, skating and soccer.
- Continuing to improve Heritage Trail and the parks and viewpoints overlooking the River Valley.
- Improving connections to the River Valley and developing a River's Edge Parks Plan.

OBJECTIVE

To ensure that all areas of the Downtown offer high quality parks, open spaces and recreational facilities to serve both the active and passive recreational needs of residents, workers and visitors, throughout the year.

POLICIES

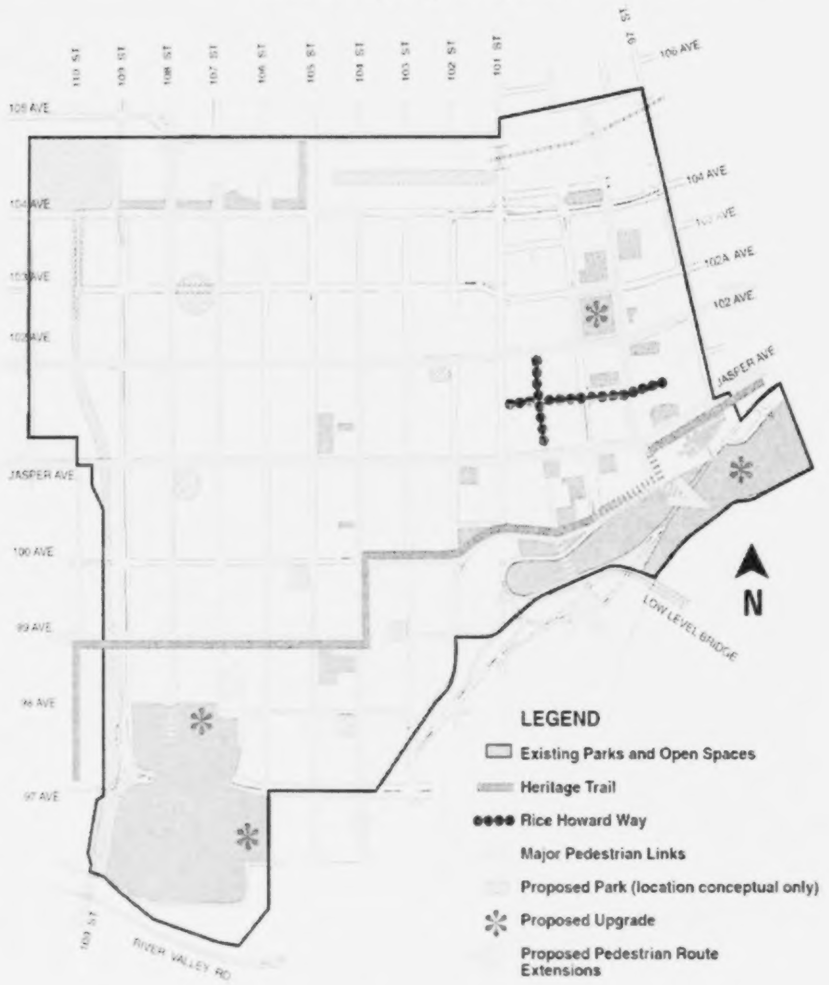
Acquisition of Parks and Open Space

Policy 5.1 Acquire land for parks and urban open spaces in those areas of the Downtown where park space is insufficient, particularly in the neighbourhoods targeted for more residential development.

Parks in all Downtown Neighbourhoods

Policy 5.2 Develop new parks and open spaces and upgrade existing parks and open spaces where necessary to ensure that all five neighbourhoods are well served with quality public spaces and facilities.

Parks and Open Space System



Spaces for Active Sports

Policy 5.3 Develop active outdoor recreation facilities, spaces and sportsfields in the Downtown to accommodate activities such as basketball, volleyball, tennis, skating, soccer and other similar recreational activities.

Active Use of Open Space

Policy 5.4 Encourage open air markets, street vendors, sidewalk cafes, artwork and exhibits in the Downtown's open spaces.

Innovative Park Space

Policy 5.5 Encourage the development of innovative parks, open space and recreational areas such as rooftop gardens, indoor atriums, small plazas, pocket parks and active play areas.

Pocket Park Program

Policy 5.6 Implement a program to enable the interim use of vacant lands or parking lots for park space or community garden space.

A small urban park among high rise office towers

River's Edge Parks Plan

Policy 5.7 Implement a River's Edge Parks Plan in the central, high profile area below the Shaw Conference Centre, including high quality trails, viewpoints, natural landscaping, small scale tourist facilities, a river's edge boardwalk and docking facilities.

Environmental Review Process

Policy 5.8 Retain existing North Saskatchewan River Valley ARP Policy 3.3.3, which ensures the application of environmental impact screening and assessment for all proposed public development and development on public land.

"Top-of-the-Bank" Development

Policy 5.9 Implement improvements and extensions where necessary to Heritage Trail, the Downtown's continuous network of public parks, plazas, viewpoints, access points and attractions along the River Valley "top-of-the-bank".

Connections to the River Valley

Policy 5.10 Implement major improvements to pedestrian connections between the Downtown and the River Valley, including high quality staircases, pedestrian overpasses and trails; consider ptions such as a covered escalator, inclined elevator or gondola as special projects.

One of many stairways linking Downtown to the river valley.

Heritage Trail Circuit

Policy 5.11 Complete the Heritage Trail Circuit to connect the Downtown Heritage Trail to surrounding and southside neighbourhoods.

Parks Safety

Policy 5.12 Ensure that plans for new parks and for the redevelopment of existing parks follow design guidelines for crime prevention.

Programming for Parks and Open Space

Policy 5.13 Promote year round festivals, and arts, cultural and recreational activities in parks and open spaces throughout the Downtown.

Sir Winston Churchill Square is heavily used all summer long.

ACTION PLAN

■ PARKS, OPEN SPACE AND RECREATION

POLICY*	KEY ACTIONS	LEAD ROLE
5.1 Parkland Acquisition	• Acquire parkland in Warehouse District, McKay Avenue, Jasper Avenue West, and Commercial/Cultural Core in order to achieve a systematic distribution of parks in the Downtown.	AM &PW P&D
5.2 Parks and Open Space Development	• Prepare a Parks Master Plan for the system of parks and open space in the Downtown; implement improvements on a staged basis in accordance with redevelopment priorities.	CS AM & PW P&D
	• Upgrade Sir Winston Churchill Square.	CS/ AM & PW P&D
5.6 Pocket Park Program	• Develop criteria and administrative procedures to establish a Pocket Park Program; establish a "revolving inventory" of parks equipment, paving stones, planters, trees, etc.; explore the options for leasing privately owned vacant lands for temporary pocket park space.	CS AM & PW P&D
5.7 River's Edge Parks Development	• Prepare and implement a River's Edge Parks Plan, keeping in mind the Central River Valley Plan and the North Saskatchewan River Valley Bylaw.	CS P&D AM & PW
5.8 Environmental Review Process	• Ensure that all proposed development activities are subject to the environmental review process outlined in "A Guide to the Environmental Review Requirements in the North Saskatchewan River Valley and Ravine System".	P&D
5.10 River Valley Connections	• Improve existing and build new pedestrian connections to the River Valley in strategic locations. • Conduct study on options for one or more high speed people-movers to the River Valley; establish funding sources; implement on a staged basis.	AM & PW CS P&D T&S DBA
5.11 Heritage Trail Circuit	• Implement the recommendations of the "Heritage Trail Circuit Feasibility Study" (1990), on a staged basis.	P&D AM & PW

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

6. TRANSPORTATION SYSTEM

The Downtown lies at the centre of Edmonton's transportation network. By continuing to maintain and improve roadways and transit routes focusing on the central core, the City will support the Downtown as a major employment centre and attraction for visitors.

The central theme in the transportation recommendations is the need to make the system more pedestrian friendly and more responsive to the needs of businesses, residents and visitors.

Emphasis is on encouraging fast, efficient movement of traffic to and from the Downtown, while encouraging a slower pace of movement on certain streets within Downtown.

Selective, qualitative improvements will be geared towards enhancing the street retail shopping environment, creating a pleasant pedestrian environment in the Warehouse District to support residential development and generally making it easier and more convenient for people to move around the Downtown.

The Downtown Plan's transportation strategy:

- Aims to provide a safe, efficient and pleasant environment for pedestrians, transit users, drivers and cyclists.
- Emphasizes quality pedestrian environments along with efficient vehicular circulation.
- Proposes a variety of means to strengthen the transit system, from improved bus shelter areas to a new Community Transit Network to long-term expansion of the LRT system.
- Recommends directing through-traffic to the major arterials on the edge of Downtown and converting one-way streets to two-way traffic to support business and reduce confusion for visitors.
- Promotes efficient truck movements.
- Offers cyclists safe, convenient bike routes in the Downtown.

OBJECTIVE

To provide a safe, balanced, integrated transportation system in the Downtown that serves the needs of existing and future development and is based on the role of each mode of transportation — pedestrian, public transit, private vehicle, bicycle and other alternative modes.

POLICIES

Overall Transportation System

Downtown as the Centre of the Transportation System

Policy 6.1 Develop city-wide transportation plans that strengthen and reinforce the Downtown as a major destination point and as the centre of the region's transportation system.

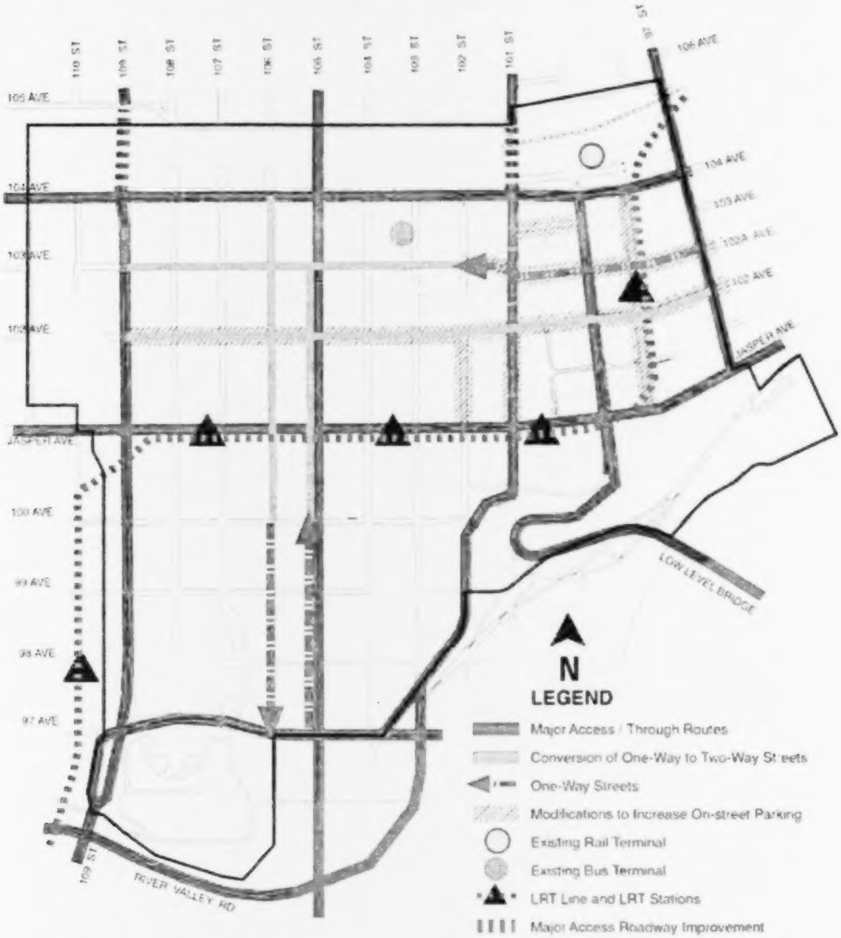
Roadway Improvements

Policy 6.2 Improve and maintain transportation infrastructure and facilities to ensure efficient movement of all forms of traffic to, from and within the Downtown.

Work Trips to the Downtown

Policy 6.3 Encourage the use of transit and alternative transportation modes for peak period work trips to the Downtown.

Roadway Network



Integrated Circulation System

Policy 6.4 Develop an efficient, safe, clearly marked and easily understood circulation network for all transportation modes in the Downtown.

Transportation and Land Use

Policy 6.5 Develop a transportation system in the Downtown where the role, function and design of each street is closely related to the development objectives of adjacent land uses.

Pedestrian Emphasis

Policy 6.6 Develop a Downtown transportation system that emphasizes the quality of the pedestrian environment.

Conversion to Two-Way Streets

Policy 6.7 Convert one-way streets to two-way streets on a staged basis to improve the pedestrian environment, to reduce traffic speed, to support future residential development, to improve access to businesses and to simplify transportation circulation.

Through Traffic

Policy 6.8 Keep through traffic to the edge of the Downtown as much as possible by encouraging through traffic to use 104 Avenue on the north, 97 Avenue on the south, 109 Street on the west and both 97 Street and 101 Street on the east.

Transportation Management Measures

Policy 6.9 Improve traffic and pedestrian movements in the Downtown through implementing transportation management measures that address the specific needs of each particular neighbourhood, as required.

Public Involvement in Roadway Improvements

Policy 6.10 Ensure affected area property owners, business proprietors, residents and the Downtown Business Association are consulted on the implementation of major roadway and streetscape improvements in the Downtown.

Pedestrian Environment Improvement Policy

Policy 6.11 Establish a policy and procedures whereby pedestrian environment improvements are incorporated as a significant component in funding and implementing roadway improvements in the Downtown.

International Airport Terminal

Policy 6.12 Establish an International Airport Terminal in a prime Downtown location, with good access and convenient parking.

▲ 102 Avenue is to be converted to a two way street.

Downtown is a major focus of the City's transit system.

■ Public Transit

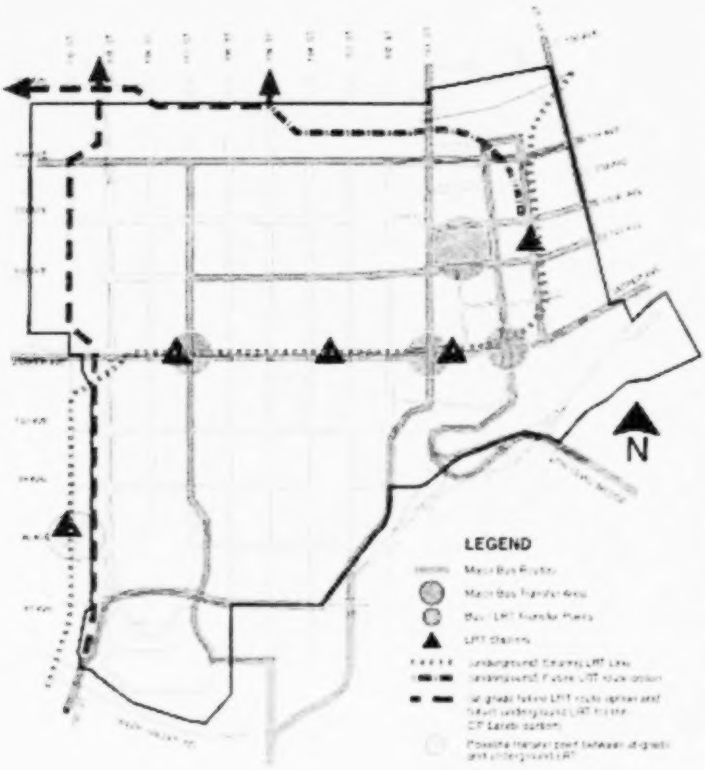
Downtown as the Centre of the Transit System

Policy 6.13 Maintain and reinforce the Downtown as a major destination point and the centre of the Edmonton region's transit system: maintain effective bus service and support long term expansion of light rail transit to all quadrants of the city.

The Central LRT station beneath Jasper Avenue.

(Bylaw 11782, July 27, 1998)

Public Transit


N
LEGEND
Major Bus Routes
Major Bus Transfer Area
Bus / LRT Transfer Points
LRT Stations
Underground Existing LRT Line
Underground Future LRT route option
Possible transfer point between at-grade and underground LRT

Transit First

Policy 6.14 Adopt a "transit first" policy where an emphasis is maintained on public transit as the primary means of the resolving peak hour regional demand for access to the Downtown.

Funding of Transit Improvements

Policy 6.15 Provide strong support for funding public transit improvements that will ensure a strong, viable Downtown and a high quality, efficient and reliable service for all transit users.

Downtown and Central Area Community Transit Network

Policy 6.16 Establish a Community Transit Network for the Downtown and for the central city area through the Transportation Master Plan review process.

Accessible, Connected Downtown Transit

Policy 6.17 Ensure that the transit system is accessible to all user groups and that the system connects to other modes of mobility such as the pedway system, bike paths, LRT stations and major destination points.

Transit Area Improvements

Policy 6.18 Implement improvements to the Downtown's bus stops, shelters and LRT station entrances in terms of comfort, amenities, design and user information; place a priority on the major bus transfer area around Edmonton Centre and on bus/LRT transfer points.

Maximizing Internal Downtown Transit Use

Policy 6.19 *(Bylaw 13632, March 1, 2004)* Consider other options to maximize the use of the existing Downtown transit system.

Downtown Shuttle Bus or Vintage Streetcar

Policy 6.20 Develop options for a shuttle bus or vintage streetcar to connect tourist and other attractions in the Downtown and central area neighbourhoods.

Preservation of Land for Long-Term LRT Expansion

Policy 6.21 Identify and secure the necessary rights-of-way within the Downtown for any future LRT expansion, access linkages and station development to support Downtown development.

Funding Long-Term LRT Expansion

Policy 6.22 Develop long-term plans and seek funding over the long term to develop at-grade LRT extensions from the Downtown to all sectors of the city.

Bike Route System

The Downtown Bike Route System

Policy 6.23 Provide a Downtown Bike Route System that includes:

- signed bike routes on existing designated streets;
- improved and new connections to the river valley bike trails; and
- a segregated pedestrian/bicycle trail within the former CP and CN railway lands.

Continuous, Connected Bike Routes

Policy 6.24 Ensure the bike route system is continuous and well connected to major destination points within the Downtown and to adjacent neighbourhoods, the River Valley and city-wide bike paths.

A Bicycle Friendly Downtown

Policy 6.25 Encourage bicycle use in the Downtown by providing end-of-trip facilities, by implementing safety measures along designated bike routes and by promoting bicycle use for commuting as well as recreational trips.

Truck Routes

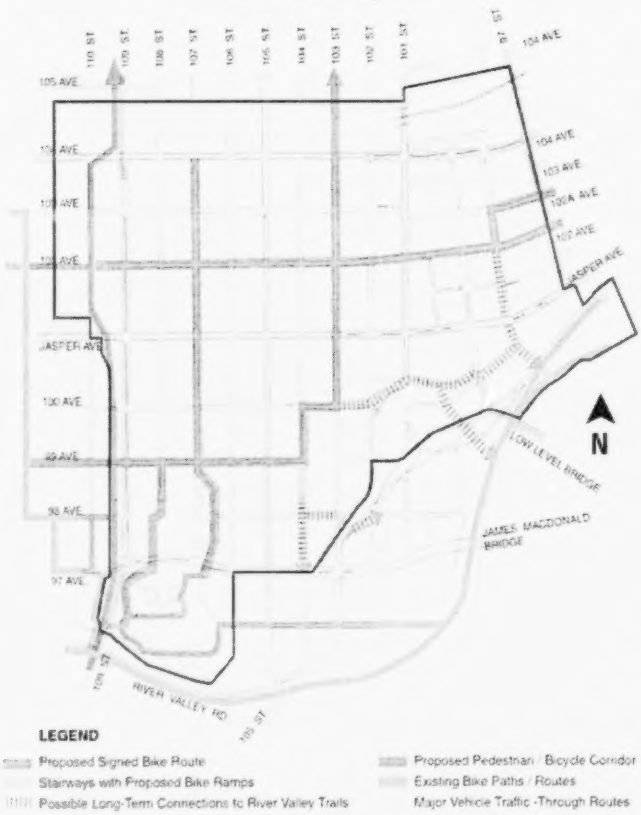
Design and Operation of the Truck Route Network

Policy 6.26 Design the truck route network and its operations to ensure efficiency of urban goods movement and to reduce impacts on traffic flow in the Downtown.

Truck Route Signage and Information

Policy 6.27 Provide clear truck route information and signage to ensure the effective movement of goods in the Downtown.

Bike Route System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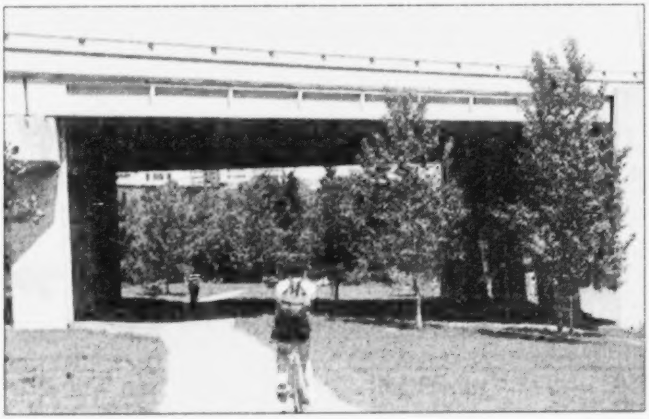
LOW LEVEL BRIDGE
JAMES MACDONALD BRIDGE
RIVER VALLEY RD
109 ST
105 ST
N
LEGEND
Proposed Signed Bike Route
Stairways with Proposed Bike Ramps
Possible Long-Term Connections to River Valley Trails
Proposed Pedestrian / Bicycle Corridor
Existing Bike Paths / Routes
Major Vehicle Traffic -Through Routes



River Valley bike path leading to the Downtown's commercial core.

ACTION PLAN

OVERALL TRANSPORTATION SYSTEM

POLICY*	KEY ACTIONS	LEAD ROLE
6.2 Roadway Improvements	• Remove the 109 Street "Rat Hole" underpass; construct at-grade street section and intersection improvements.	T&S AM & PW
6.7 Two-Way Streets	• Develop and implement roadway plans for converting the following one-way streets to two-way streets: – 102 Avenue (between 97 and 109 Streets) – 103 Avenue (between 102 and 109 Streets) – 105 Street (between 100 and 103 Avenues) – 106 Street (between 100 and 104 Avenues).	T&S DBA
6.11 Pedestrian Environment Improvement Policy	• Prepare policy regarding incorporating pedestrian environment improvements in downtown roadway projects.	T&S P&D AM & PW DBA
6.12 International Airport Terminal	• Establish an International Airport Terminal in the Downtown.	ERAA DBA

PUBLIC TRANSIT

6.16 Community Transit Network	• Conduct public consultation in conjunction with the Transit 2000 process; prepare report and implement the new Community Network for the Downtown and central area.	T&S
	• Monitor/review the new Community Network and implement changes as required.	T&S
6.18 Transit Area Improvements	• Conduct a user needs and design study of bus stop and LRT station entrance areas; implement improvements on a staged basis, starting in the commercial core.	T&S P&D
6.20 Downtown Shuttle Bus or Vintage Streetcar	• Conduct a feasibility study regarding a shuttle bus or vintage streetcar to connect Downtown with areas such as Old Strathcona, Oliver and Avenue of Nations / Chinatown areas.	T&S DBA
6.21/6.22 Land for Long Term LRT Connections	• Conduct a detailed analysis of all long-term options for LRT connections and extensions to the existing LRT system; identify and purchase land required.	T&S P&D AM & PW

BIKE ROUTE SYSTEM

6.23 Bike Route System	• Develop and implement on a staged basis, a system of downtown bike routes as shown on the Downtown Bike Route System map.	T&S

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7. PEDESTRIAN CIRCULATION

To support the Downtown as a place for people, the Downtown Plan places a high priority on maintaining and improving the pedestrian network.

Over the last two decades, a great deal of downtown pedestrian activity moved off the streets into an interior pedway network built as part of the major building boom. This pedway system is a major asset to the downtown pedestrian environment, and is especially well used during Edmonton's many winter months.

The major thrust of this Downtown Plan is on the exterior pedestrian network — the sidewalks, streets, pedestrian zones, pathways and connections to the River Valley. The aim is to create a pedestrian network at the street level that is not only safe and effective in moving pedestrians, but is also lively, interesting and attractive.

The Downtown Plan's strategy for improving the pedestrian circulation network calls for:

- Improving pedestrian connections within the Downtown and to surrounding areas.
- Encouraging more street level access to major shopping complexes.
- Developing special pedestrian zones and routes.
- Providing amenities for pedestrians throughout the Downtown, and streetscape improvements on special pedestrian streets.
- Ensuring pedestrian routes are safe, well maintained and accessible to all citizens.
- Supporting consolidation of the pedway system.

OBJECTIVE

To provide a safe, convenient and attractive pedestrian circulation network in the Downtown and to strengthen the role of the street as a primary focus of public life.

POLICIES

A Strong Pedestrian Network

Policy 7.1 Improve and expand the pedestrian circulation network to link important destinations within the Downtown and to strengthen connections between the Downtown and the River Valley, adjacent neighbourhoods and areas south of the river (bridge crossings).

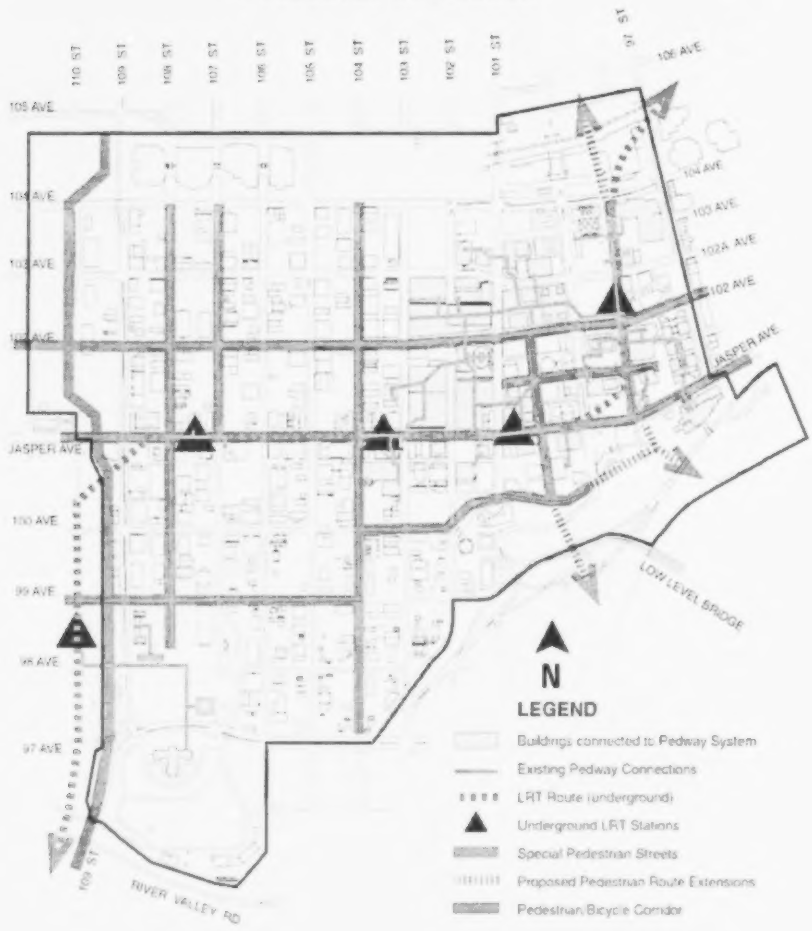
Pedestrian Circulation at the Street Level

Policy 7.2 Encourage the provision of more exterior street-level access points and retail shops in the major complexes in the commercial core to improve pedestrian circulation and activity at the street level.

Special Pedestrian Zones and Routes

Policy 7.3 Improve existing pedestrian zones and special routes, and create new pedestrian zones and special routes where warranted by street patterns, pedestrian traffic and adjacent development.

Pedestrian Circulation



Pedestrian Signage

Policy 7.4 Establish a pedestrian signage/mapping system for downtown streets, sidewalks and open spaces to direct and orient pedestrians and to promote downtown attractions.

Pedestrian Priority in Select Locations

Policy 7.5 Improve intersection design and traffic controls and permit mid-block crossings in selected locations to give more priority to pedestrians.

A Quality Pedestrian Environment

Policy 7.6 Create an attractive, high quality pedestrian environment by providing amenities for pedestrians throughout the Downtown, by implementing streetscape plans and design guidelines for special pedestrian routes and by encouraging active use of sidewalk space.

Rice Howard Way accommodates both cars and people in a pedestrian friendly environment.

Safety, Maintenance and Accessibility

Policy 7.7 Ensure that pedestrian routes and pedways are safe, secure, comfortable, well maintained and accessible to all persons.

Support for the Pedway System

Policy 7.8 Maintain the existing pedway system at a high standard, make improvements to the system and encourage new connections that consolidate the network.

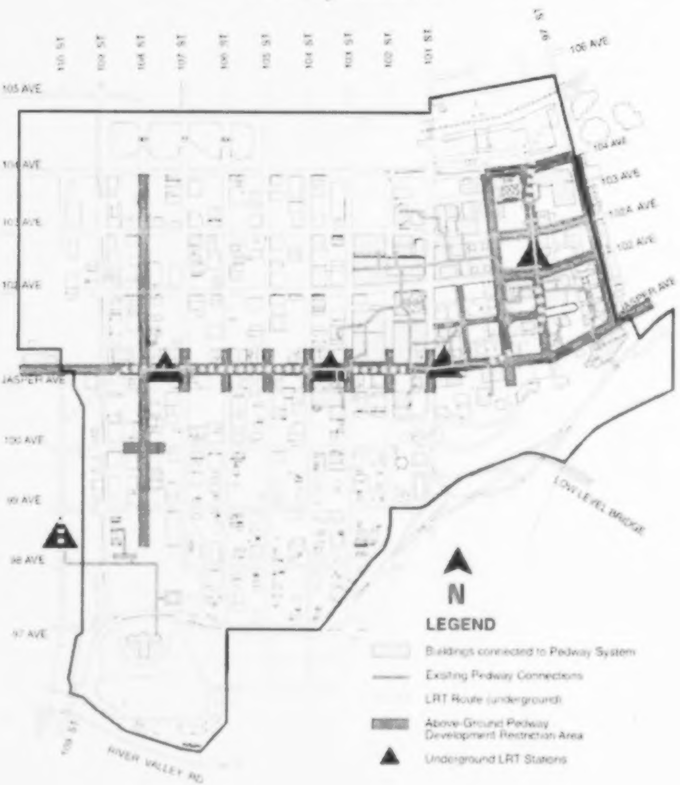
Above-Ground Pedway Restrictions

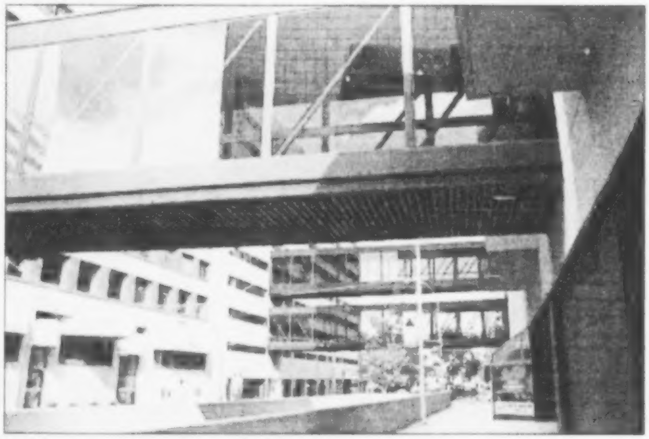
Policy 7.9 Restrict above-ground pedway development as shown on the Pedway Network map, in order to preserve significant views.

Pedway Development Requirements

Policy 7.10 The development and operation of pedways and the pedway system shall be in accordance with the Pedway Development Specifications (attached as Appendix D).

Pedway Network





Pedways – coping with Alberta's inclement weather

ACTION PLAN

■ PEDESTRIAN CIRCULATION

POLICY*	KEY ACTIONS	LEAD ROLE
7.3 Pedestrian Zones	• Monitor development and traffic patterns; identify and develop new pedestrian zones as warranted.	T&S P&D DBA
7.4 Pedestrian Signage	• Prepare a Downtown Pedestrian Signage Plan in conjunction with the interior pedway signage and mapping program; implement on a staged basis.	P&D DBA
7.5 Pedestrian Crossing Improvements	• Based on monitoring (see 7.3 above), install mid-block crossings at selected locations and modify selected traffic controls for pedestrian priority.	T&S

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

8. PARKING

In 1992, the Downtown had over 40,000 parking spaces — about twice as many stalls as it needs. With this overabundance of stalls, long-term parking for employees is, on average, both inexpensive and convenient.

A number of issues about short-term visitor parking require attention. Downtown businesses want more metered on-street parking in the commercial core, near retail shops, restaurants and cultural facilities. They want parking to be very visible and accessible to make it easier for short-term visitors and to create a welcoming atmosphere for shoppers. Safety and security in downtown parkades and surface lots remains a concern.

Many Edmontonians perceive downtown parking to be expensive and difficult to find. While the Downtown Business Association has agressively marketed downtown parking to shoppers and visitors, more initiatives are needed to change negative perceptions.

The Downtown Plan presents a five-point parking strategy:

- Increase the supply of on-street metered parking and generally reduce parking costs.
- Enforce high quality design and safety standards for Downtown parkades and lots.
- Continue promoting Downtown parking to Edmontonians.
- Reduce residential parking requirements.
- Establish a new mechanism or organization to manage parking in the Downtown.

OBJECTIVE

To provide a sufficient supply of convenient parking and to implement programs and processes to make parking more attractive and easier for the customers of the Downtown's shops, offices, restaurants and cultural/ entertainment facilities.

POLICIES

■ Short-Term Parking

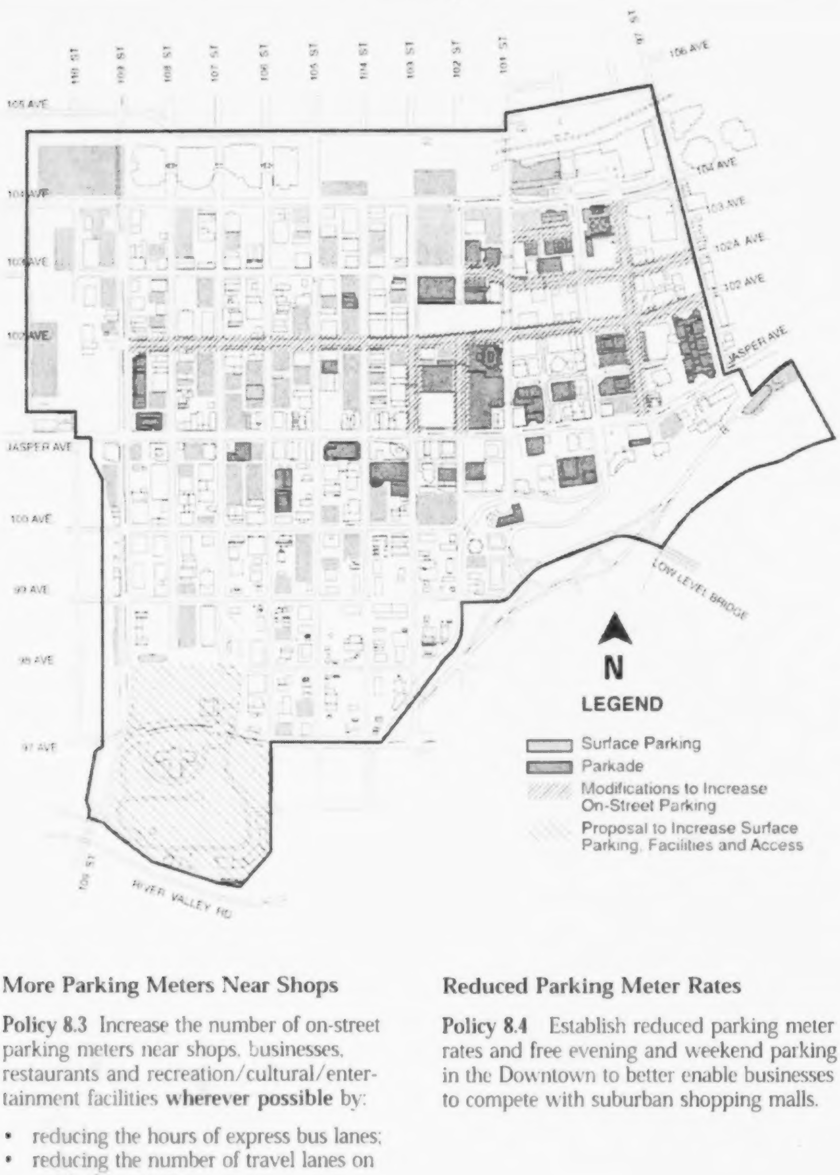
Diversified Proactive Approach to Short-Term Parking

Policy 8.1 Recognize that a lack of convenient, visible on-street parking for shoppers and a generally poor public perception of parking is a serious issue affecting the downtown economy and adopt a diversified, proactive approach to counteract this problem.

Parking as Support for Plan Objectives

Policy 8.2 Use parking as a policy lever to support related objectives in this Plan, including economic development in the Downtown and encouragement of transit use.

Parking



More Parking Meters Near Shops

Policy 8.3 Increase the number of on-street parking meters near shops, businesses, restaurants and recreation/cultural/entertainment facilities **wherever possible** by:

- reducing the hours of express bus lanes;
- reducing the number of travel lanes on particular streets;
- providing angle parking; and
- consolidating and/or reducing transit zones and under-utilized loading zones.

Reduced Parking Meter Rates

Policy 8.4 Establish reduced parking meter rates and free evening and weekend parking in the Downtown to better enable businesses to compete with suburban shopping malls.

Longer Parking Meter Duration

Policy 8.5 Extend parking meter duration in the Downtown to make short-term parking more convenient, including:

- extending most 15-to 30-minute meters to at least one hour; and
- extending one hour meters to two hours near retail shops, restaurants and other businesses.

Relax Enforcement of Short-Stay Parking Violations

Policy 8.6 Implement programs to relax enforcement of parking meter violations, such as a "first time warning only" program, in order to create a more friendly parking environment in the Downtown.

Parking Rate Reductions in the Commercial Core

Policy 8.7 Encourage private parking enterprises in the commercial core to create, on a cooperative basis, new parking rate reduction programs for shoppers in the evenings and on weekends.

Promote Downtown Parking

Policy 8.8 Promote the parking friendly environment in the Downtown and maintain special parking promotions such as the Downtown Dollar program.

■ Long-Stay Parking

A Reduced But Adequate Supply of Employee Parking

Policy 8.9 Work towards a reduced but adequate supply of long-stay (employee) parking in the Downtown by encouraging the redevelopment of vacant lands and the intensification of land and encouraging people to use transit and other modes of transportation to get to work.

Discourage Employee Parking

Policy 8.10 Discourage long-stay employee parking and encourage transit use by means such as employee transit passes and reduced commercial parking requirements.

■ Parking Standards and Design

Design and Safety Standards for Parking Lots and Parkades

Policy 8.11 Maintain and enforce high quality design and safety standards for downtown parking lots and parkades.

Reduced Residential Parking Requirements

Policy 8.12 Maintain reduced parking requirements for residential development in the Downtown to help foster redevelopment.

Locate Parking at the Side or Rear of Buildings

Policy 8.13 Require accessory surface parking to be located in the side yard or at the rear of buildings to retain the continuation of the street wall characteristic of downtown development.

■ Management of Parking

Coordinated Management of Downtown Parking

Policy 8.14 Ensure the efficient and effective management of downtown parking through coordinating the parking situation: coordinate the responsibilities of the city departments and the private parking groups.

One of many surface parking lots in the Warehouse District.

ACTION PLAN

■ PARKING

POLICY*	KEY ACTIONS	LEAD ROLE
8.3 Parking Meter Installation	• Conduct a detailed study of streets in the Commercial/Cultural Core and along Jasper Avenue (and side streets) with the objective of substantially increasing the supply of on-street parking spaces; install additional on-street parking meters.	T&S P&D DBA
	• Install additional parking meters on 102 Avenue (between 97 and 109 Streets) along with its conversion to a two-way street.	T&S
8.4 Reduced Meter Rates	• Establish administrative procedures and implement changes to on-street parking meter rates in the Downtown on a trial basis. Proposed changes include: free 2-hour Saturday parking, free parking after 5 p.m. (rather than 6 p.m.) and generally reduced rates; conduct promotional program; evaluate cost/benefit over a 12-month trial period; modify rates as necessary.	T&S P&D DBA
8.5 Extended Meter Duration	• Conduct an evaluation of parking meter durations in the Downtown; extend the duration of parking meters wherever possible; evaluate results after a 12-month trial period.	T&S DBA
8.6 Relaxed Enforcement	• Conduct research into other cities' approaches for relaxing enforcement of parking meter violations; implement program on a 12-month trial basis.	T&S DBA P&D CSD
8.7 Parking Rate Study	• Conduct research into options and the cost/benefit of coordinating rates and programs offered by private parking enterprises in the commercial core; encourage owners and managers to coordinate efforts and offer simplified, standard, reasonable parking rates for shoppers.	DBA BOMA T&S
8.11 Parking Lot Standards	• Enforce parking lot design and safety standards dealing with streetfront landscaping and set backs, lighting, hard surfacing and drainage.	P&D
8.14 Management of Downtown Parking	• Conduct a management study to develop a comprehensive downtown parking strategy and to clarify mandates and responsibilities for improvements; implement study recommendations.	T&S DBA
	• Continue the operation of the private sector/City committee to address common parking issues.	DBA

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9. URBAN DESIGN

The Downtown fulfills a special role in the City of Edmonton. Urban Design draws our attention to the many details of development, and challenges us to handle them with care to preserve, protect and elaborate upon the best of Downtown Edmonton's physical assets. It requires us to deal with the quality of public and private spaces, weather protection and sun access, protection of views, inclusion of public art, protection of heritage assets, and buildings that fit harmoniously within their surroundings. It lends opportunity to work with nature, our own creativity, and community needs to craft an environment of comfort and beauty.

The Downtown Plan's Urban Design Strategy:

- Proposes adopting specific design guidelines for the downtown neighbourhoods to create a variety of distinctive identities.
- Calls for design concepts to encourage more activity and interest on downtown streets.
- Promotes public art, improved signage, feature lighting and downtown gateways.
- Protects views and vistas, protects against wind tunnelling and promotes weather protection along sidewalks.
- Encourages downtown stakeholders to work in partnership to enhance the quality of the physical environment.
- Ensures continued use of environmental design principles to prevent crime.
- Enhances the role of the Downtown Urban Design Review Panel and encourages use of the Downtown Design Manual to promote quality in the built environment.

OBJECTIVE

To strive for excellence in the quality of Downtown's built environment; to encourage warm, liveable, diverse and exciting urban spaces, human scale architecture and a pedestrian-oriented street environment.

POLICIES

DOWNTOWN IMAGE AND SENSE OF PLACE

A Healthy Image

Policy 9.1 Maintain and enhance the Downtown's image as a clean, healthy, liveable environment that offers visual and cultural richness, a unique sense of place and experiences for all to enjoy.

Distinct Downtown Neighbourhoods

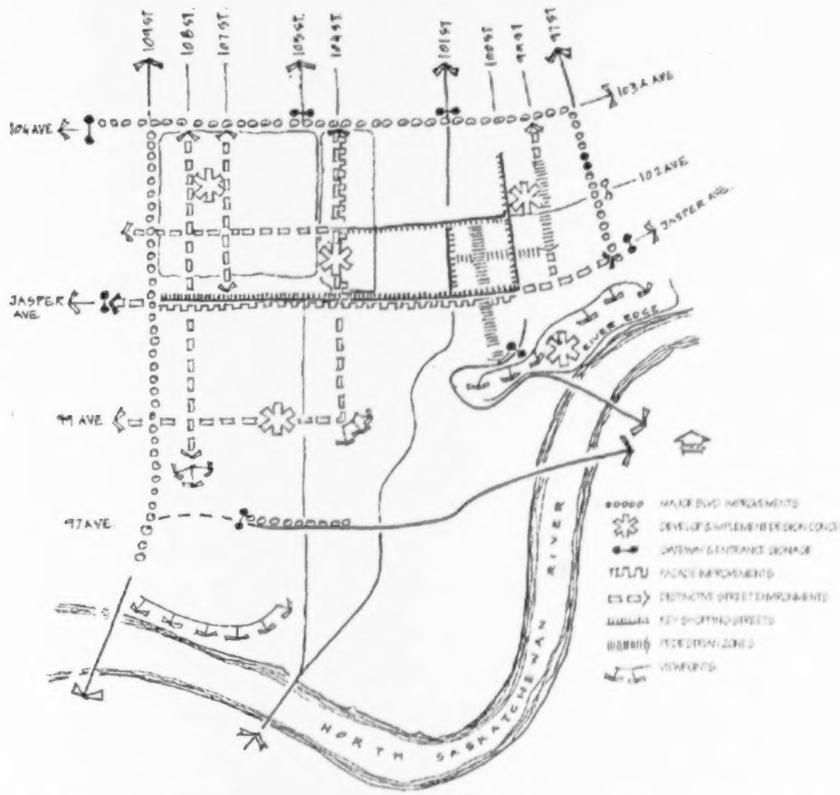
Policy 9.2 Promote the idea of the Downtown as a community with a number of distinct neighbourhoods, each with its own special sense of place and character.

Neighbourhood Identity

Policy 9.3 Strengthen the special identity of each downtown neighbourhood through distinctive designs of streetscape elements such as lighting, street furniture and landscaping.

Major Boulevard Improvements

Urban Design Concept



Policy 9.4 Develop and implement boulevard/streetscape design concepts for the major roadways that define the edges of the Downtown (97 Avenue, 104 Avenue, 97 Street and 109 Street) to create distinctive images and unifying elements within the downtown area.

Major Features and Special Places

Policy 9.5 Develop design concepts and improvement programs to strengthen the major features and special places of the Downtown, including areas such as the Sir Winston Churchill Square area, the River Valley Edge, the Legislature Grounds and the 104 Street heritage area.

Downtown Lighting Program

Policy 9.6 Develop a Downtown Lighting Program to feature special lighting of landmark buildings and safe, ambient pedestrian lighting for park spaces, special streets and downtown area bridges.

Gateway Program

Policy 9.7 Develop a gateway program to design and construct gateways that distinguish the entrances to the Downtown and its distinct neighbourhoods.

HUMAN SCALE DEVELOPMENT

Design and Integration of Buildings

Policy 9.8 Provide guidelines for the design and integration of new developments, in order to ensure these developments improve the quality of the physical environment in the Downtown.

Human Scale Design Principles

Policy 9.9 Ensure that new developments incorporate human scale design principles in the first two storeys of development and that they relate to the street and enhance the pedestrian environment.

Minimize Blank Walls

Policy 9.10 Ensure that where a building fronts onto the street, it is designed to minimize blank walls or other flat surfaces that lack windows or sculptural relief.

Compatible Building Design

Policy 9.11 Ensure that wherever possible, the design of a building complements the materials, scale, texture, proportions, patterns, colours, window rhythms, and details of its neighbouring structures to create a coordinated streetscape.

Street-Oriented Shops in Major Complexes

Policy 9.12 Encourage the retrofitting of the major shopping complexes in the commercial core, to provide more ground-level retail, restaurant, entertainment and pedestrian-oriented uses opening onto the street to heighten interest and activity on the street.

Retail Focus on Key Shopping Streets

Policy 9.13 Require new developments and redevelopment along Jasper Avenue, 101 Street and 102 Avenue between 100 - 104 Streets, to provide ground-level retail and pedestrian-oriented uses with access from the street.

Building Facade Improvements

Policy 9.14 Encourage the retrofitting and beautifying of office and retail building facades on Jasper Avenue, the Downtown's "Main Street".

Design for Accessibility

Policy 9.15 Ensure that new buildings and public spaces in the Downtown are designed to be barrier free and accessible to all persons.

Wind Protection

Policy 9.16 Ensure that the design of any new development does not create adverse wind conditions on its periphery or in the vicinity of nearby buildings or open spaces at street level.

Sun Penetration

Policy 9.17 Ensure that new developments allow sun penetration to streets and open spaces.

Weather Protection

Policy 9.18 Encourage the provision of continuous weather protection, particularly in the commercial core, through the use of canopies, awnings and arcades along selected streets for pedestrian comfort.

Parking Lot Landscaping

Policy 9.19 Ensure that at-grade parking areas have quality street frontage landscaping and are set back from the sidewalk, in accordance with Section 69.3 of the Land Use Bylaw.

Views and Linkages

Policy 9.20 Encourage visual linkages and protect significant views of the River Valley, historical buildings and significant landmarks.

Retention and Enhancement of Views

Policy 9.21 Ensure that the siting of new developments maintains and enhances existing views, vistas and visual corridors, and where possible, creates new ones.

STREETS, OPEN SPACES AND GATHERING PLACES

[illegible]eets as Defining Elements

Policy 9.22 Develop streetscape and urban design concepts for special streets to ensure that they are distinctive and that they help define a sense of place in each of the downtown neighbourhoods.

Amenities and Design Throughout Downtown

Policy 9.23 Provide high quality amenities throughout the Downtown for the comfort and visual interest of the pedestrian — amenities such as trees, landscaping, green spaces, benches, public art, pedestrian signage, warm-up places, public toilets, water fountains and banners.

Priority Streetscape Improvements

Policy 9.24 Identify a network of downtown pedestrian routes and place a priority on these routes for the implementation of special public improvements.

Pedestrian Zones

Policy 9.25 Improve existing pedestrian zones such as Rice Howard Way and 99 Street and create new zones where warranted by street patterns, pedestrian traffic and adjacent development.

Gathering Places

Policy 9.26 Create and enhance a wide variety of small open spaces, parks, plazas and streets as gathering places for social interaction.

Animation of Sidewalks and Open Spaces

Policy 9.27 Encourage activities like sidewalk cafes, open air markets, street vendors and year-round programmed events on downtown sidewalks and open spaces.

Small storefronts addressing the street create a rich shopping environment.

Public Art in Prominent Places

Policy 9.28 Locate artwork in prominent public spaces and encourage the inclusion of artwork and/or performing arts programs in public and private developments.

Quality of Downtown Signs

Policy 9.29 Provide a system of distinctive, clear and well-designed public signs in the Downtown that contributes to the overall aesthetics of the pedestrian environment.

Public Safety

Policy 9.30 Ensure that pedestrian routes and public open spaces are safe and secure by conducting safety audits and by implementing design guidelines for crime prevention.

EXCELLENCE IN DESIGN

Design Awards Program

Heritage Trail within the McKay Avenue residential area.

Policy 9.31 Ensure the City's commitment to excellence in urban design in the Downtown through continuing support of a Design Awards Program.

Urban Design Review Panel

Policy 9.32 Maintain and enhance the role of the Downtown Urban Design Review Panel to provide advice and guidance on development proposals in the Downtown.

Design Guidelines Manual

Policy 9.33 Update the Downtown Design Guidelines Manual to reflect the policies, objectives, design principles and guidelines in the new Downtown Plan.

Partnership Programs

Policy 9.34 Develop a variety of partnership programs with residents, property owners and businesses to enhance the quality of the physical environment.

10. HISTORIC PRESERVATION

Landscaped urban space on the Grant McEwan Community College grounds.

Well designed streetscape elements complement the high quality of development in the Downtown.

ACTION PLAN

■ URBAN DESIGN

POLICY*	KEY ACTIONS	LEAD ROLE
9.4 Major Access Route Landscaping	• Develop design concepts and implement high quality landscaping and boulevard tree planting on boulevards and on major downtown access routes (97 and 104 Avenues, 97 and 109 Streets).	P&D T&S AM & PW UDRP
9.6 Downtown Lighting Program	• Prepare a Downtown Lighting Master Plan for landmark buildings, park spaces, special streets and downtown area bridges; implement improvements on a staged basis in accordance with stakeholder commitment.	DBA EPCOR BOMA P&D T&S UDRP
9.7 Gateway Program	• Develop a gateway program to design and construct entrance signage and/or gateway elements into the Downtown.	P&D UDRP
9.12 Street-Oriented Retail Guidelines	• Prepare retail facade improvement guidelines, in conjunction with the Street-Oriented Retail Program, for the retrofitting of major shopping or office complexes to open ground floor retail onto the street.	DBA UDRP P&D
9.23 Amenities Throughout Downtown	• Undertake inventory of street furniture and amenities throughout the Downtown; identify needs and priorities in accordance with downtown neighbourhood objectives; implement improvements on a staged basis.	P&D AM & PW
9.24 9.25 9.26 Distinctive Streets, Areas and Gathering Places	• Develop and implement distinctive streetscape improvements for: • 108 Street - Capital Boulevard • 107 Street - Warehouse District central street • 104 Street - Heritage Trail extension • 102 Avenue - major residential and commercial pedestrian route • 101 Street - major commercial spine • 99 Street - Arts District pedestrian zone • 100A Street - Rice Howard Way extension	P&D AM & PW UDRP
9.33 Design Guidelines Manual	• Develop a Design Guidelines Manual to include detailed guidelines and illustrations on issues such as: integration of new development, human scale design, blank walls, compatible design, design for accessibility, wind protection, sun penetration, weather protection, animation of sidewalks, downtown signage and design excellence.	UDRP P&D

* NOTE: All policies do not have key actions associated with them. Some are general statements of principle, goals or objectives . Policies that require specific studies, projects, programs or regulations are listed in the chart.

The architectural integrity and cultural significance of Downtown's historic buildings, areas and structures will be protected, maintained and rehabilitated for the benefit of the community and the city at large, through the strengthening and proactive implementation of existing City policies and programs.

The Downtown Plan historic preservation strategy is summarized here.

It is our intention to provide a favourable climate that will encourage rehabilitation and adaptive reuse of heritage resources and ensure their integration into the economic, social and urban fabric of the community.

Areas of historic significance will be identified and enhanced. Pedestrians and tourists will be drawn to the special heritage characteristics of these areas and buildings to live and work. Access and views to these resources will be carefully maintained and enhanced to preserve their unique characteristics.

Recognizing that heritage resources enhance the quality of life, it is evident that we must continue to take a proactive approach to save and maximize the benefits of the remaining heritage stock. The proposed policies and initiatives in this section are designed to build on the efforts of the past.

OBJECTIVE

To protect and manage the historic resources in the downtown area so as to enhance the quality of the urban environment for the cultural and economic benefit of existing and future residents of the city of Edmonton.

POLICIES

Encourage Preservation

Policy 10.1 Encourage the preservation of those buildings, areas and structures, including monuments, bridges, built landscapes and artifacts that are of historical or architectural merit and ensure that these resources are protected and enhanced in accordance with the proposals in this Plan and existing City policies.

Special Historic Preservation Area

Policy 10.2 Create a special historic preservation area or areas within the Downtown and develop plans that maximize the unique characteristics and economic potential of the area(s).

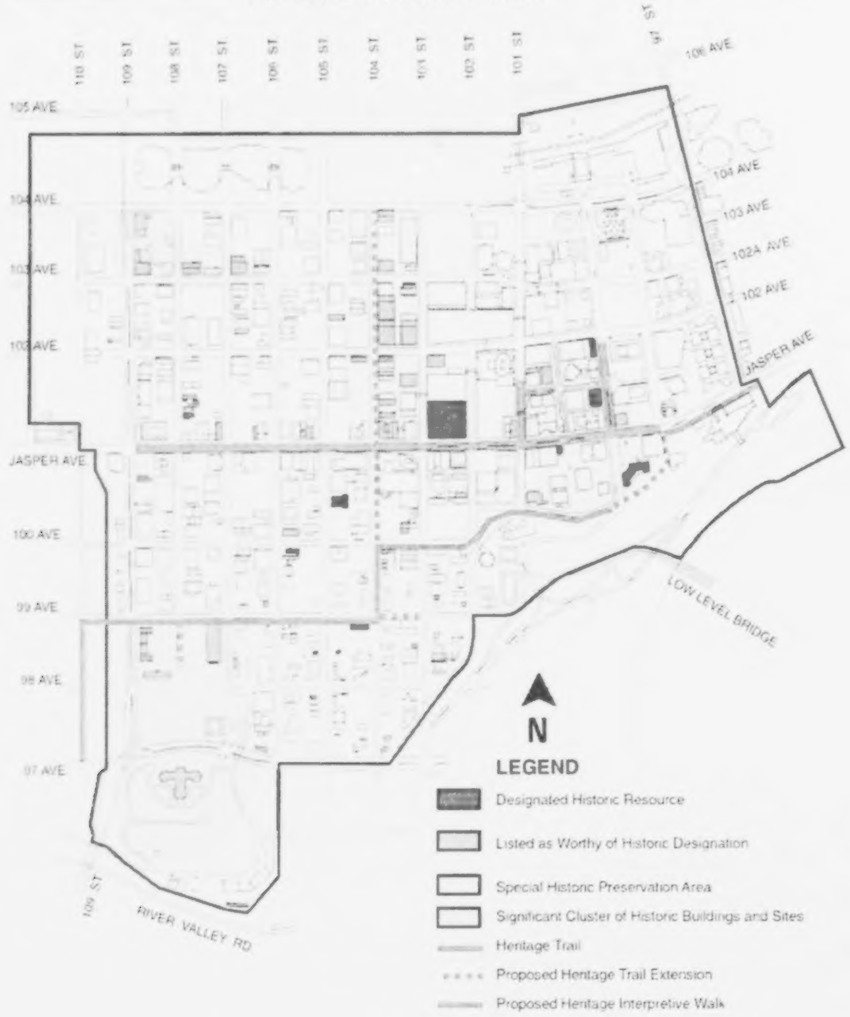
Promote the Benefits of Historic Preservation

Policy 10.3 Increase public awareness of Downtown's historic resources by providing information and advice to owners, developers, interest groups, individuals and the media to foster a sense of ownership and pride in our buildings and history.

Heritage Organizations

Policy 10.4 Support the efforts of community organizations and historic preservation groups by involving the local community in historic preservation activities and providing advice and assistance to undertake rehabilitation initiatives.

Historic Preservation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LEGEND
Designated Historic Resource
Listed as Worthy of Historic Designation
Special Historic Preservation Area
Significant Cluster of Historic Buildings and Sites
Heritage Trail
Proposed Heritage Trail Extension
Proposed Heritage Interpretive Walk

Adaptive Re-use for Economic Purposes

Policy 10.5 Promote the re-use of historic properties by providing advice, incentives, exemptions and compensation to owners.

Rehabilitation and Re-use of Historic Properties

Policy 10.6 Maintain a flexible approach in implementing policies to encourage the preservation and use of historic resources in the Downtown.

Financial Support to Encourage Rehabilitation

Policy 10.7 Implement City Policy C-450, (A Policy to Encourage the Designation and Rehabilitation of Municipal Historic Resources in Edmonton) and use the City's Heritage Investment Fund to help finance the rehabilitation and re-use of buildings and structures that are designated as historic resources.

Government and Cultural Group Accommodation

Policy 10.8 Encourage civic departments, as well as government-funded agencies and socio-cultural groups to locate their offices and activities in heritage buildings.

The Architectural Integrity of Buildings

Policy 10.9 Ensure the visual and aesthetic qualities of historic buildings, sites and structures are preserved and rehabilitated by providing architectural guidelines and flexible regulations appropriate to the historic character of the buildings and the area.

Adjacent Historic Properties

Policy 10.10 Ensure that infill developments, renovations and additions to existing buildings respect the historical nature of adjacent properties.

Historic Interpretation

Policy 10.11 Extend and enhance the existing Heritage Trail and develop historic interpretive elements along Jasper Avenue to increase public awareness and celebrate the Downtown's history.

The historic Boardwalk Building on 103 Street houses a high school as well as a number of restaurants, shops and offices.

ACTION PLAN

■ HISTORIC PRESERVATION

POLICY*	KEY ACTIONS	LEAD ROLE
10.1 10.3 10.7 Encourage Historic Preservation	• Implement recommendations of City Policy C- 450 and the Historic Resource Management Plan.	P&D
	• Identify priority areas, buildings and structures for preservation and enhancement.	P&D
	• Maintain a communication program to advertise the benefits of historic preservation.	P&D
10.2 104 Street Historic Area	• Develop and implement a three-year Historic Area Program for 104 Street (between Jasper and 104 Avenues) – apply under the Alberta Main Street Program, which provides funds for historic building restoration, research and design studies and an area coordinator's salary.	P&D PROV DBA
10.8 Government Agency Accommodation	• Lobby civic, provincial and federally funded agencies to locate their offices in heritage buildings.	DBA
10.11 Historic Interpretation Areas	• Extend the Heritage Trail network northward along 104 Street and southward on 108 Street.	P&D AM & PW
	• Complete the construction of the Heritage Trail interpretive galleries, on a staged basis.	P&D DBA
	• Develop a Jasper Avenue interpretive walk: a series of photo/text plaques regarding its history as Edmonton's Main Street, as well as the history of adjacent areas.	P&D DBA

* NOTE: Not all of the policies have key actions associated with them. Some are general statements of principle, goals or objectives. Policies that require specific studies, projects, programs or regulations are listed in the chart.

11. THE NATURAL ENVIRONMENT

Downtown's urban environment reflects decades of complex human interaction and creative abilities that have resulted in the present built form. With its high density of people, buildings and infrastructure, the Downtown continues to influence Edmonton's air quality, storm water runoff, waste production, energy use and activity patterns.

Recognizing that Downtown is a heavily built-up area that cannot be returned to its pristine state, our strategy then is to create and maintain a liveable, healthy urban environment and to incorporate environmental considerations into the planning process.

The City and the private sector have made some progress in environmental improvements over the last several years particularly in areas such as waste and energy management, the built environment, streetscape improvements and remediation of contaminated sites.

These emerging attitudes and actions would be encouraged and nurtured through implementation of the new Downtown Plan. The concept of sustainable development as a guiding principle will be used to deliver environmental, social and economic services and to enhance the built environment.

We intend to create:

- Clean and liveable environments
- Open natural areas
- A greener Downtown full of urban vegetation with landscaped parks and open spaces
- Improved environmental procedures

OBJECTIVE

To enhance the quality of the natural environment by taking steps to reduce pollution, reduce energy consumption and minimize waste production; increase the stock of urban vegetation; and provide opportunities to experience nature in the downtown area.

POLICIES

Improve Downtown's Air Quality

Policy 11.1 Enhance air quality in the Downtown and surrounding environment by taking steps to reduce air pollution, and control development and activities that have a negative impact on air quality.

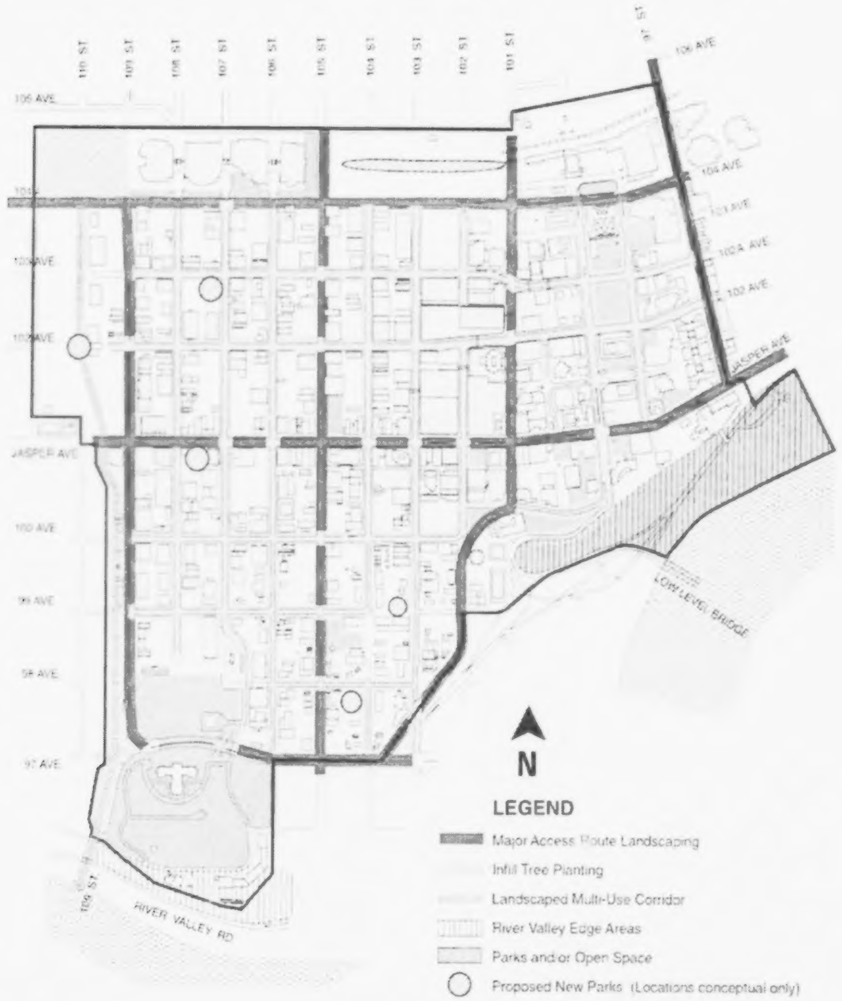
Water Quality/Storm Water Runoff

Policy 11.2 Promote a reduction in the sources of water pollution from the Downtown so as to improve water quality in the North Saskatchewan River.

Waste Management

Policy 11.3 Promote a reduction in the amount of solid waste generated in the Downtown and promote the recycling of waste materials.

Natural Environment



Restrict Incompatible Industrial Uses

Policy 11.4 Restrict incompatible industrial uses from locating in the Downtown and ensure that contaminated sites are properly remediated before redevelopment can occur.

Noise and Vibration

Policy 11.5 Seek ways to reduce the impacts of noise pollution on the residents and people working and visiting the Downtown.

River Valley/Natural Areas

Policy 11.6 Protect natural areas forming part of the river valley and ravine system, encourage reforestation and develop landscaped pathways/linkages to provide access for the benefit of people visiting the downtown and river valley parks.

Environmental Review Process

Policy 11.7 Ensure that all public developments and developments on public lands within the proposed River Edge Park area have been subject to an environmental review process as outlined in the North Saskatchewan River Valley Area Redevelopment Plan Bylaw No. 7188.

Urban Vegetation

Policy 11.8 Maintain and expand the quality and quantity of the urban forest in both the public and private domain to improve the ecological health of the Downtown area.

Transportation Impacts and the Environment

Policy 11.9 Minimize transportation impacts on the environment and promote alternative forms of mobility to improve air quality, and to reduce noise, visual pollution and the land area devoted to parking in the Downtown.

Energy Management

Policy 11.10 Encourage reductions in the consumption of non-renewable energy in the Downtown.

ACTION PLAN

■ THE NATURAL ENVIRONMENT

POLICY*		KEY ACTIONS	LEAD ROLE
11.1	Air Quality	• Undertake tree planting and landscaping initiatives to filter pollutants and odour and enhance oxygen levels.	AM & PW
11.2	Water Quality/ Storm Water Runoff	• Develop programs to regulate the quality of storm water flow, street de-icing and contaminated discharge into storm sewers.	AM & PW
11.3	Waste Management	• Promote and establish programs to reduce, repair, reuse and recycle waste products generated by residents, businesses and institutions.	AM & PW
11.7	River Valley Environmental Review	• Ensure that all proposed development activities are subject to the environmental review process outlined in "A Guide to Environmental Review Requirements in the North Saskatchewan River Valley and Ravine System".	P&D
11.8	Greening of the Core Program	• Develop a "Greening of the Core" urban forest program in the Downtown; undertake an inventory of street trees, landscaping and amenities; identify needs and priorities; seek partnerships with Downtown business and the public at large; implement infill tree planting program on a staged basis.	P&D AM & PW DBA

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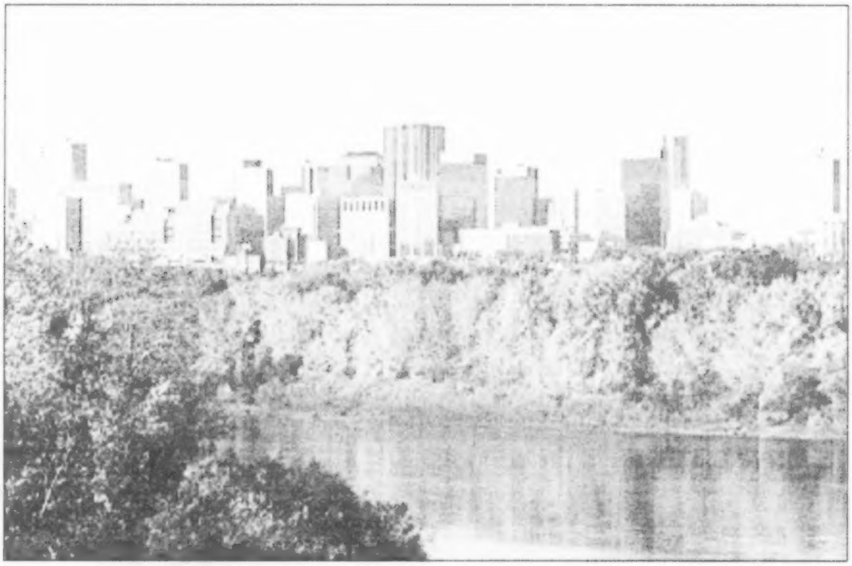
V

LAND USE



This chapter outlines the land use strategy and zoning approach that will be established through the Plan to foster development and new economic activity in the Downtown. The land use objectives and policies for the Downtown and the five neighbourhoods are contained in this chapter.

1. LAND USE STRATEGY

Edmonton's Downtown is characterized by the highest intensity of urban development, the tallest buildings and the greatest diversity of uses distributed over a small area. This distribution and development intensity reflects decades of historical development in response to a variety of market forces.

An examination of the 1981 Downtown Plan revealed that the land use concept focused primarily on creating a mixed-use environment, accommodating substantial growth in an orderly, regulated manner and encouraging housing throughout Downtown using zoning incentives. Most of the Downtown was zoned for Commercial Mixed Use designed to promote residential development in commercial areas. However, very little progress was made in achieving the anticipated residential growth projections.

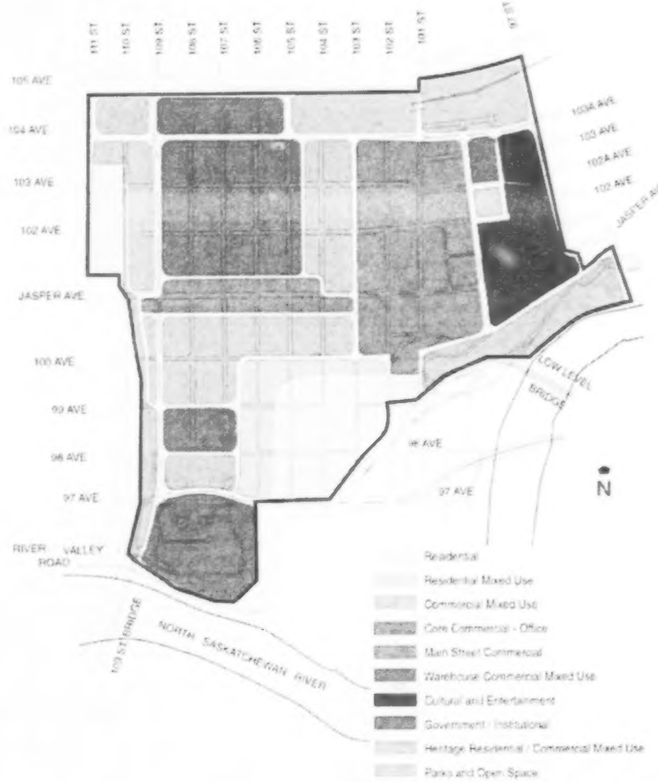
Given the substantial inventory of vacant, underdeveloped and under-used properties in the Downtown, a new land use strategy is required to foster development and new economic activity.

The salient points of the land use strategy are to:

- Establish land use districts that preserve and enhance the unique urban character of downtown neighbourhoods.
- Ensure that a high standard of architectural and urban design quality is provided in the built environment.
- Implement land use and other plan policies and objectives that improve the pedestrian environment within the Downtown and its urban context.
- Accommodate a diversity of land uses that support an economically healthy and livable Downtown.
- Encourage the development of human scaled buildings, structures and urban spaces that front onto the street and promote pedestrian activity.
- Encourage residential development throughout the Downtown particularly in areas of existing residential concentration.
- Emphasize an efficient and compact form of development to maximize the use of infrastructure and to create a critical mass of activity.
- Encourage the conservation and re-use of buildings (and areas) of historical and architectural merit.
- Maintain the Downtown as the focus of major arts, cultural and entertainment activities.

The overall land use concept for the Downtown is illustrated on the above Downtown Land Use Concept map.

Downtown Land Use Concept



2. ZONING APPROACH

The Edmonton Land Use Bylaw will be amended with the adoption of this Plan and a new system of zoning will come into effect at that time.

A brief summary of the changes to the Land Use Bylaw regulations and zoning approach are presented here.

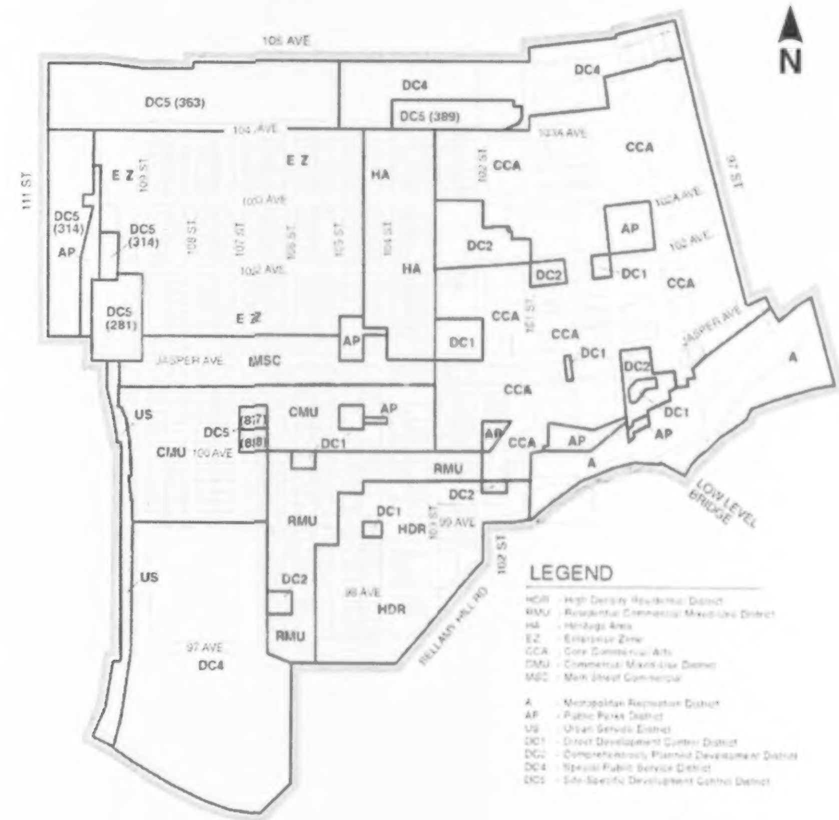
The Plan designates the Downtown as a Special Area with its own set of unique land use districts (zones). The seven new land use districts, which are unique to the Downtown, have been customised to encourage a high quality built environment.

Each district now contains permitted uses (as well as discretionary uses) to provide some level of certainty, and foster an "open for business" approach.

The zoning changes involve the deletion of existing mixed use zones and of the Statutory Plan Overlay regulations.

The zoning changes include a relaxation of standard regulations concerning amenity areas, density, floor area ratio, height, landscaping, parking, building setbacks, and yards. The changes also include other provisions to reduce land use conflicts.

Proposed Land Use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107 ST
106 ST
105 ST
104 ST
102 ST
101 ST
100 ST
97 ST
BELLAMY HILL RD
LOW LEVEL BRIDGE
DC5 (363)
DC4
DC5 (389)
CCA
E Z
HA
DC5 (314)
AP
DC2
DC1
DC5 (281)
MSC
US
CMU
DC5
(871)
(818)
RMU
HDR
A
LEGEND
HDR - High Density Residential District
RMU - Residential Commercial Mixed Use District
HA - Heritage Area
EZ - Enterprise Zone
CCA - Core Commercial Arts
CMU - Commercial Mixed Use District
MSC - Main Street Commercial
A - Metropolitan Recreation District
AP - Public Parks District
US - Urban Service District
DC1 - Direct Development Control District
DC2 - Comprehensively Planned Development District
DC4 - Special Public Service District
DC5 - Site Specific Development Control District

In addition to standard development regulations, each land use district (zone) also provides development guidelines that outline the design intent, urban form and development opportunities suitable for the area in its urban context.

The new approach calls for the Urban Design Review Panel to undertake an advisory role in the development review process, advising on developments that have urban design impacts on the Downtown. Recommendations of the panel, while not binding, will be considered by the development officer and applicants as ways to improve the quality of the development.

The Proposed Land Use Districts map shows the land use districts that will be in place once the Downtown Plan is adopted. The new Land Use Bylaw regulations that will apply to the Downtown can be found in Appendix B of this Plan and section 910 of the Land Use Bylaw.

3. DOWNTOWN-WIDE LAND USE POLICIES

OBJECTIVE

To reinforce the rich diversity of land uses in the Downtown, to facilitate the expansion of housing and to ensure the development of human scale, high quality buildings and spaces in support of an economically healthy business environment.

POLICIES

High Density Core

Policy 12.1 Encourage the intensification of land uses in the Downtown to maintain Downtown as a high density and symbolic centre of the City and to take advantage of its concentration of infrastructure and assets.

A Wide Range of Activity

Policy 12.2 Accommodate a wide range of land uses and activities including office, retail, wholesale trade, residential, cultural, entertainment, educational, institutional, and compatible light manufacturing and assembly.

Distinct Neighbourhoods

Policy 12.3 Promote distinct neighbourhoods as the basis for cohesive development in terms of land use, parking, traffic management, pedestrian movement and community development.

Housing Throughout the Downtown

Policy 12.4 Actively foster the development of housing throughout the Downtown; protect and enhance areas of residential concentrations, support conversions to residential use and encourage mixed use, work/live developments.

Variety of Housing Forms

Policy 12.5 In areas targetted for housing, encourage the development of a residential environment with building forms and amenities which accommodate a variety of income levels and household types.

Concentrate Retail Growth

Policy 12.6 Direct major retail growth to areas of existing concentration.

Retail Use Continuity

Policy 12.7 Provide for a concentration of retail and service uses in the commercial core and on Jasper Avenue and ensure retail continuity along selected pedestrian shopping streets by restricting non retail uses to 35% of the street frontage.

Local Commercial

Policy 12.8 Encourage local commercial, retail and service uses to locate in specific areas of Downtown for the benefit of resident and employee populations.

Downtown Office Areas

Policy 12.9 Maintain office uses in areas of existing concentration to reinforce the Downtown's commercial/retail core, Jasper Avenue and the Capital City Precinct.

Office Development Incentives

Policy 12.10 Encourage office development by providing parking reductions, excluding amenities from density calculations, and providing bonus office space with residential development.

Educational and Other Institutional Uses

Policy 12.11 Accommodate the growth of educational and other institutional uses in the Downtown; direct growth to areas of existing concentrations.

Cultural and Entertainment Uses

Policy 12.12 Maintain and reinforce the role of Downtown as the cultural and entertainment centre of Edmonton by developing an Arts District and encouraging major mixed use developments to incorporate cultural and entertainment facilities.

Parks and Open Spaces

Policy 12.13 Provide a variety of parks, open spaces and recreational facilities throughout the Downtown to meet the needs of the resident, visitor and employee populations.

Light Manufacturing

Policy 12.14 Accommodate compatible light manufacturing and packing and assembly operations in suitable areas in the Downtown to strengthen Downtown's economic diversity.

Renovation and Re-use of Buildings

Policy 12.15 Encourage the re-use and renovation of existing buildings in the Downtown by providing financial incentives, development incentives in the form of density bonuses and variances to development regulations related to parking and amenity area requirements.

Development Regulations

Policy 12.16 Retain development regulations that provide flexibility and facilitate the creation of attractive street and built environments.

Efficient Use of Infrastructure

Policy 12.17 Encourage the efficient use of infrastructure in the Downtown through design and by allowing high densities and mixed land uses.

Encroachment Fees *(Bylaw 12296, May 1, 2000)*

Policy 12.18 The Planning and Development Department, at its discretion, and with the concurrence of the affected Departments may support a reduction in the encroachment fees it normally charges pursuant to an encroachment agreement involving City-owned property (e.g., road rights-of-way, easement areas, public utility lots and titled land parcels) provided that the encroaching feature, element or structure:

- Enhances the architectural appearance of the affected building;
- Provides weather protection for pedestrians;
- Improves the efficiency or safety associated with pedestrian and/or vehicular circulation; or
- Improves or facilitates access to pedways or the safety of people using the pedway system.

4. NEIGHBOURHOOD LAND USE POLICIES

The following land use objectives and policies are based on the land use strategy for the Downtown. The objectives and policies are reflected on the neighbourhood land use concept maps that accompany the text for each neighbourhood. The policies will be implemented in conjunction with the Downtown Special Area Zoning Regulations of the Land Use Bylaw (attached to this Plan as Appendix B).

COMMERCIAL/CULTURAL CORE - LAND USE

OBJECTIVE

To accommodate a concentration of high density office and retail space in the Commercial Core, with an emphasis on street-oriented retail uses; to enhance the concentration of arts, cultural, government services and entertainment uses in the Civic Cultural area; to develop the River Valley Edge with recreational amenities and linkages to the downtown core; and, to develop the CN Rail lands for commercial mixed use once the railway functions are eliminated.

POLICIES

COMMERCIAL CORE (SUB-AREA 1)

Policy 12.18 Strengthen the mix of high density commercial retail and office development with a diversity of other uses.

Policy 12.19 Encourage alternative uses including residential, cultural and institutional uses for vacant retail and office space.

Policy 12.20 Encourage a diversity of street oriented retail uses in the commercial core to enhance the vitality of the pedestrian environment.

RIVER VALLEY EDGE (SUB-AREA 2)

Policy 12.21 Retain the Metropolitan Recreation District (zone) for lands within the River Valley Edge area to ensure preservation of the natural environment, in accordance with the goals and objectives of the North Saskatchewan River Valley Area Redevelopment Plan.

Policy 12.22 Ensure that all proposed development activities within the River Valley Edge area are subject to the environmental review process outlined in "A Guide to Environmental Review Requirements in the North Saskatchewan River Valley and Ravine System".

Policy 12.23 Enhance recreational and tourism opportunities in the River Valley Edge area by implementing a parks plan that includes quality parks, ornamental planting, natural landscaping, river's edge boardwalk, pedestrian connections, viewpoints and small scale tourism facilities.

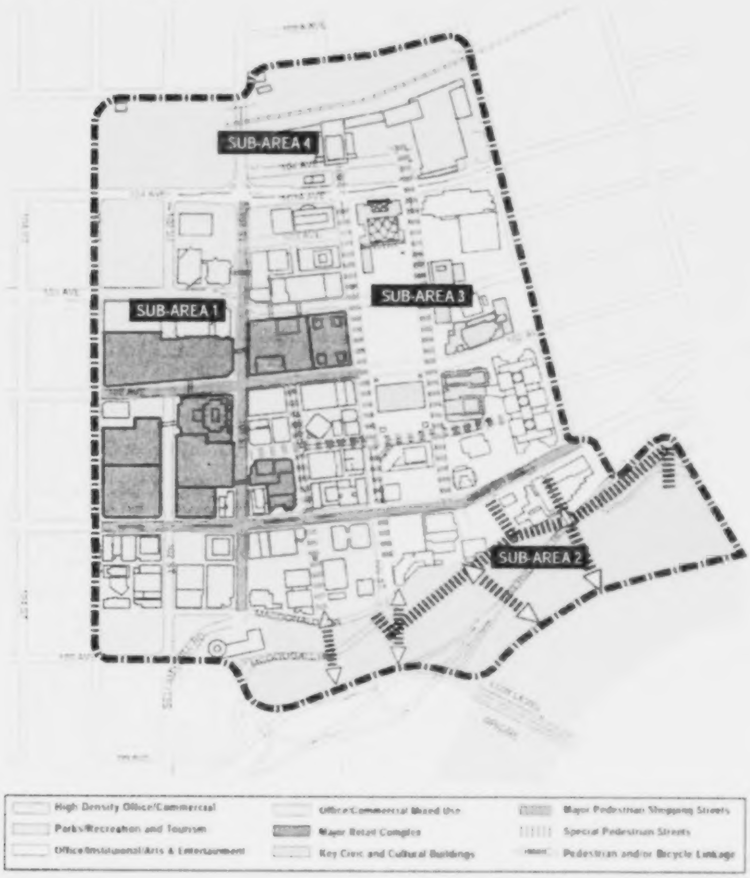
CIVIC CULTURAL AREA (SUB-AREA 3)

Policy 12.24 Accommodate a concentration of arts, culture, government, commercial and parks uses in the area to enhance the area's role as the city's Arts District.

Policy 12.25 Encourage small scale commercial activities such as cafes, specialty entertainment and retail stores in civic, cultural and commercial buildings in the area surrounding Sir Winston Churchill Square to strengthen the pedestrian-oriented character of the area.

Commercial/Cultural Core

Land Use Concept


SUB-AREA 4
SUB-AREA 3
SUB-AREA 1
SUB-AREA 2
High Density Office/Commercial
Parks/Recreation and Tourism
Office/Institutional/Arts & Entertainment
Office/Commercial Mixed Use
Major Retail Complex
Key Civic and Cultural Buildings
Major Pedestrian Shopping Streets
Special Pedestrian Streets
Pedestrian and/or Bicycle Linkage

Policy 12.26 Maintain the recreational function and use of Sir Winston Churchill Square and support efforts to enhance the roles, functions, and overall aesthetic quality of the square and nearby properties.

Policy 12.27 Develop 99 Street as a special pedestrian zone in the Arts District through physical improvements, temporary road closures and other traffic calming measures.

CN LANDS (SUB-AREA 4)

Policy 12.28 Encourage the redevelopment of the area east of 101 Street and north of 103A Avenue; support the conversion of existing buildings with a focus on cultural, arts, recreational, residential and institutional uses.

Policy 12.29 Support the rezoning and intensification in land use of the area designated DC4, north of 103A Avenue, east of 101 Street to Core Commercial Arts District (CCA) in the event that the existing DC4 superior legislation is no longer applicable.

Policy 12.30 Permit a mix of medium to high density commercial, institutional, office and residential in the area west of 101 Street developed in accordance with the policies and regulations of the CN - Land Development Policies attached as Appendix - C to this Plan, in the event that the existing DC4 superior legislation is no longer applicable.

THE WAREHOUSE DISTRICT - LAND USE

OBJECTIVE

To accommodate a diverse mix of new and traditional land uses and activities, including a substantial component of residential development, in a human scale built environment that respects the unique character of the Warehouse District.

POLICIES

CP LANDS RESIDENTIAL (SUB-AREA 1)

Policy 12.31 *(Bylaw 11782 July 27, 1998)* Develop the western portion of the CP Lands as a medium to high density residential area with amenities and at grade local retailing/limited office use along 111 Street.

Policy 12.32 Support a new development concept for the north-south multi-use corridor to ensure its compatibility with residential development to the west and commercial development to the east.

Policy 12.33 Ensure vehicular access to residential development will be from 111 Street and/or Jasper Avenue. Pedestrian and bicycle linkages will cross the property at 102 Avenue and 103 Avenue to link Downtown with the Oliver Neighbourhood.

Policy 12.34 Ensure that development in this sub-area complies with the general concept and policies outlined in the CP Downtown Lands Master Plan and approved Direct Control Districts.

109 STREET COMMERCIAL (SUB-AREA 2)

Policy 12.35 Encourage development of the 109 Street Corridor primarily as a low to medium intensity commercial area with regional, district and local scale retail, with business activity fronting onto 109 Street and 104 Avenue; ensure that development integrates with adjacent multi-use corridor.

The Warehouse District circa 1930.

Policy 12.36 Ensure that development in this sub-area complies with the general concept and policies outlined in the CP Downtown Lands Master Plan and approved Direct Control Districts.

Policy 12.37 Orient land uses and urban spaces and implement major boulevard and streetscape improvements to revitalize 109 Street as a through arterial route and a major entry way into the Downtown.

ENTERPRISE ZONE (SUB-AREA 3)

Policy 12.38 Establish an Enterprise Zone to accommodate a diversity of residential, commercial, institutional, light manufacturing and assembly, and arts, culture and entertainment uses.

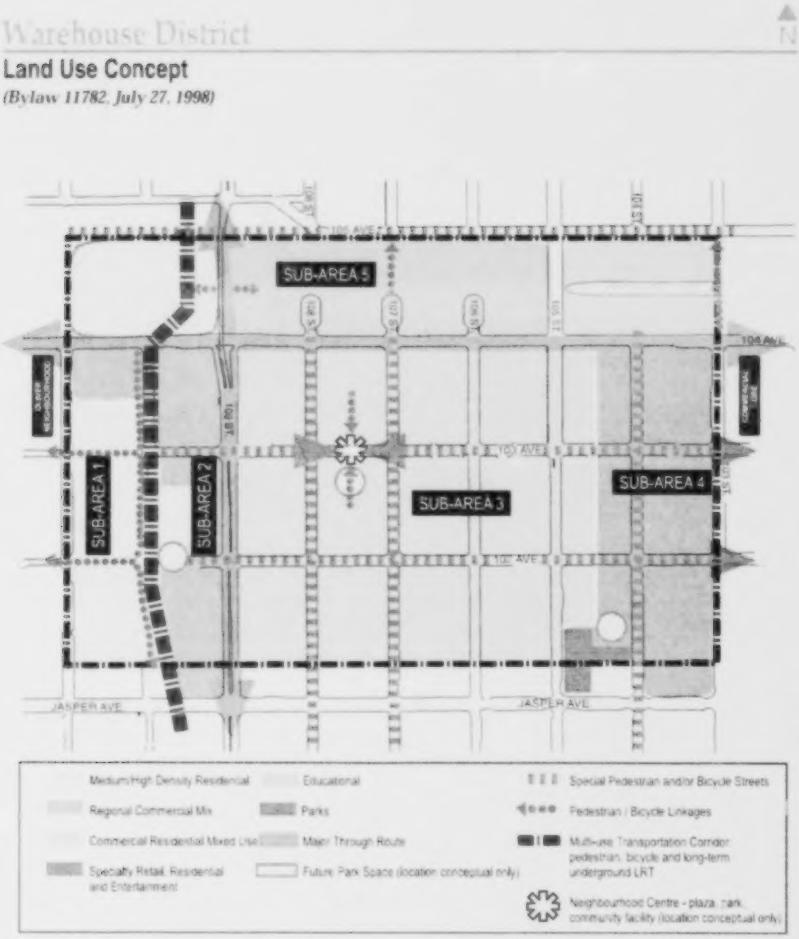
Policy 12.39 Encourage the conversion of buildings and the infill/redevelopment of vacant lands to medium density residential by relaxing parking and amenity area requirements, and by providing other financial incentives.

Policy 12.40 Create a quality residential and business area by providing flexible zoning and urban design guidelines; implement urban design features and landscaping treatment to encourage the quality development of special streets and areas.

Warehouse District

Land Use Concept

(Bylaw 11782, July 27, 1998)


N
105 AVE
104 AVE
103 AVE
102 AVE
JASPER AVE
107 ST
105 ST
104 ST
103 ST
SUB-AREA 5
SUB-AREA 1
SUB-AREA 2
SUB-AREA 3
SUB-AREA 4
Medium/High Density Residential
Regional Commercial Mix
Commercial Residential Mixed Use
Specialty Retail, Residential and Entertainment
Educational
Parks
Major Through Route
Future Park Space (location conceptual only)
Special Pedestrian and/or Bicycle Streets
Pedestrian / Bicycle Linkages
Multi-use Transportation Corridor: pedestrian, bicycle and long-term underground LRT
Neighbourhood Centre - plaza, park, community facility (location conceptual only)

WAREHOUSE HERITAGE AREA (SUB-AREA 4)

Policy 12.41 Establish a special area emphasizing preservation and conversion of historic and warehouse buildings and residential infill, with specialty retail, arts and entertainment uses.

Policy 12.42 Support conversions and infill developments that respect the architectural and historic character of the area.

Policy 12.43 Provide, in partnership with affected business and heritage organizations, environmental improvements (special landscaped boulevards, linkages, park space and street furniture) consistent with the historic character of the area.

GMCC/CN LANDS AREA (SUB-AREA 5)

Policy 12.44 Accommodate the institutional and related activities of the Grant MacEwan Community College, including the development of recreational facilities and the provision of student housing, in the area between 109 and 111 Streets.

Policy 12.45 Accommodate a mix of low density commercial, institutional and office uses along 104 Avenue between 103 and 105 Streets, and medium to high density residential development along 105 Avenue in accordance with the policies and regulations of the CN - Land Development Policies attached as Appendix - C to this Plan, in the event that the existing DC4 superior legislation is no longer applicable.

JASPER AVENUE WEST - LAND USE

OBJECTIVE

To provide for a diverse mix of predominantly retail commercial, entertainment and service uses through infill development and building conversions to restore Jasper Avenue as the main retail shopping street in the Downtown.

POLICIES

Policy 12.46 Support the redevelopment of vacant lands and retrofitting of buildings to re-establish Jasper Avenue as a shopping street with continuous ground-level retail and commercial uses.

Policy 12.47 Develop properties along Jasper Avenue West in accordance with the Main Street Commercial District (MSC) to accommodate a broad mix of retail commercial, office, residential and service uses in a human scale built environment.

Policy 12.48 Discourage the development of new surface parking lots fronting onto Jasper Avenue to maintain the "main street" retail continuity concept.

Policy 12.49 Encourage medium to high density office commercial and residential developments to provide retail continuity and a pattern of small shop frontages at street level.

Policy 12.50 Restrict non-retail use frontage on Jasper Avenue to 35% of a building's street frontage to ensure a continuous pedestrian-oriented shopping street.

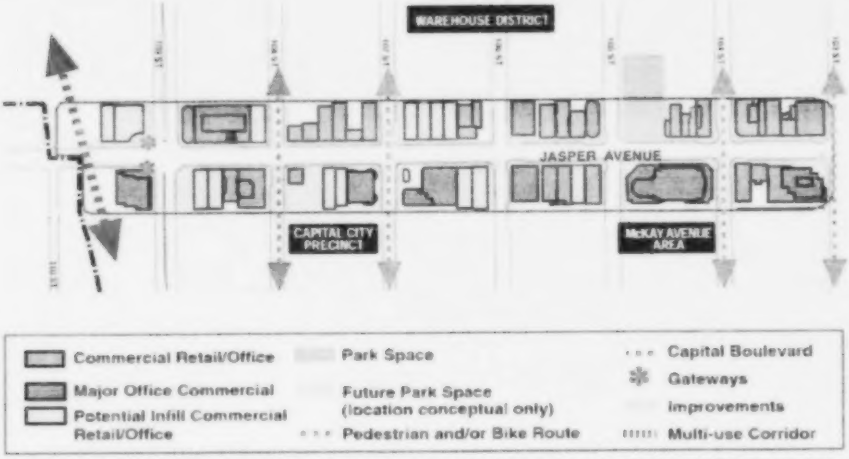
Policy 12.51 Encourage new housing development in the form of mixed-use, medium to high rise apartments, located above or at the rear of retail service uses, to take advantage of the area's amenities, shops and businesses.

Policy 12.52 Ensure that new developments incorporate architectural and urban design features sensitive to pedestrian movement to enhance the image and human scale characteristics of the shopping street.

Policy 12.53 Encourage street vending, sidewalk cafes and other non-traditional commercial uses near parks or where the sidewalk can accommodate such uses, to add diversity of uses and excitement to Jasper Avenue.

Jasper Avenue West

Land Use Concept



This map depicts long-term built out development – suggested retrofitting of buildings and locations of parks and infill development are conceptual only

CAPITAL CITY PRECINCT - LAND USE

OBJECTIVE

To maintain the existing, predominantly office, commercial and institutional land uses in the present land use pattern; accommodate conversions of some office use to residential and/or institutional uses; develop the CP railway right-of-way as a multi-use corridor; enhance public use, access and tourism potential of the Legislature Grounds and reinforce the unique characteristics of the area.

POLICIES

CAPITAL BOULEVARD AREA (SUB-AREA 1)

Policy 12.54 Maintain and reinforce the existing mix of high density commercial, hotel, institutional and office uses in its present pattern and built form to accentuate its high quality secondary office commercial function.

Policy 12.55 Develop the Capital Boulevard sub-area in accordance with the Commercial Mixed-Use District (CMU) to ensure that a broad mix of predominantly office, commercial, retail, service and institutional uses may be accommodated to support government or other institutional activities.

Policy 12.56 Encourage compatible infill development and conversion of office buildings to residential, institutional or complementary alternative uses for vacant office spaces to take advantage of the sub-area's proximity to the Legislature and other quasi-government institutions.

Policy 12.57 Encourage the provision of retail, entertainment and service uses at grade along 108 Street to strengthen retail continuity along the Street.

Policy 12.58 Ensure that new developments and renovations/expansions, through architectural and urban design guidelines, strengthen the urban characteristics of the sub-area.

LEGISLATURE GROUNDS AREA (SUB-AREA 2)

Policy 12.59 Retain the Special Public District (DC4) to reflect the existing institutional land uses in the Legislature Grounds sub-area.

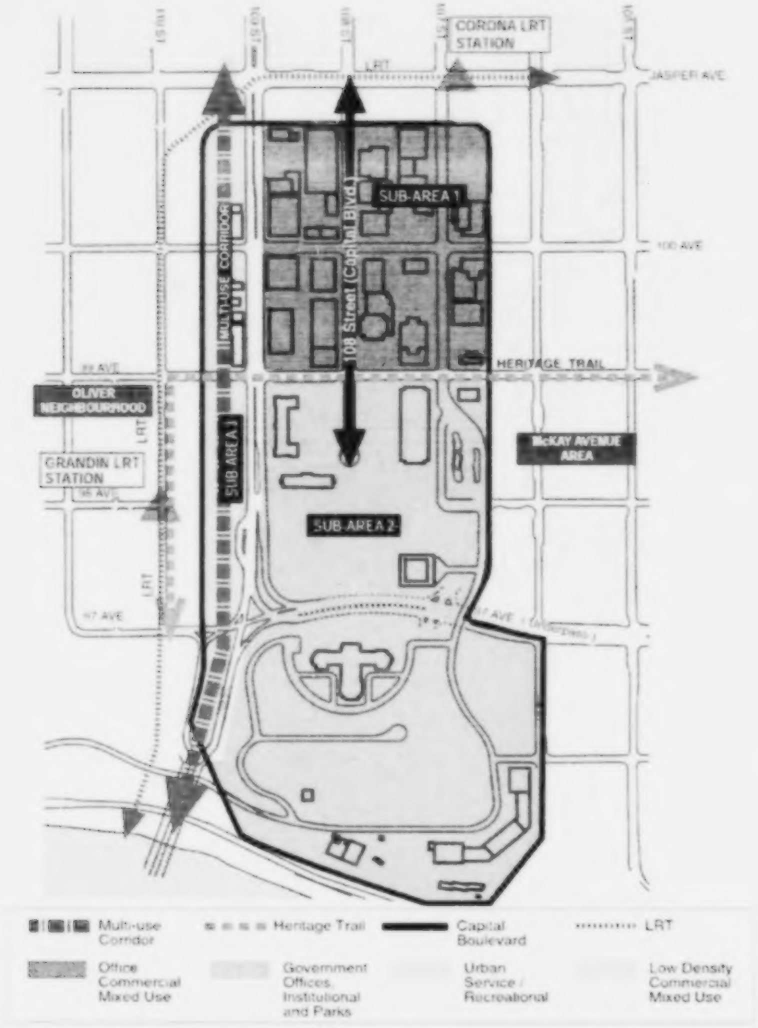
Policy 12.60 Support the rezoning and intensification in land use of the area between 98 and 99 Avenues to Commercial Mixed-Use - Capital City Precinct (CMU) in the event that the existing DC4 superior legislation powers are no longer applicable, at which time, the policies of the Capital Boulevard sub-area shall come into force.

Policy 12.61 Support improvements of the Legislature Grounds to make them more accessible, functional and people friendly by adding recreation facilities, active play spaces and surface parking for tourists and area residents alike.

Policy 12.62 Support improvements to the river valley edge abutting the Legislature Grounds to allow more people to experience nature and the grandeur of the historic Legislature, by developing a pathway with viewpoints and connections to the river valley, in partnership with the Provincial government.

Capital City Precinct

Land Use Concept



CP CORRIDOR (SUB-AREA 3)

Policy 12.63 Maintain the existing commercial strip and allow developments at a reduced intensity in accordance with regulations of the adjacent Commercial Mixed-Use District (CMU).

Policy 12.64 Retain and rezone the former CP railway right-of-way to Urban Services District (US) to provide for a linear multi-use recreation and service/transportation corridor that connects the High Level Bridge to the Grant MacEwan Community College area and east/west pedestrian and bicycle linkages to adjacent areas.

MCKAY AVENUE AREA - LAND USE

OBJECTIVE

To enhance the assets of the neighbourhood in order to forge a dynamic mixed-use urban village reflecting a cohesive, pedestrian-friendly business and residential community that accommodates a variety of income levels and lifestyles in a safe, Downtown community setting.

POLICIES

THE RESIDENTIAL ENCLAVE (SUB-AREA 1)

Policy 12.65 Maintain and reinforce the sub-area as Downtown's primary residential neighbourhood by allowing predominantly residential uses developed in accordance with the regulations and guidelines of the High Density Residential District (HDR).

Policy 12.66 Support residential infill redevelopment with a variety of housing types at medium to high densities to increase the housing stock and support the local economy.

Policy 12.67 Re-designate the area west of 105 Street to the existing rear lane between 105 and 106 Streets, from Residential Mixed Use to High Density Residential District (HDR) to reflect existing land use intensities and built form.

Policy 12.68 Ensure that the necessary support services, community facilities and recreational amenities are provided to meet the needs of residents of the area; encourage major new developments and conversions to provide on-site amenities for their residents.

Policy 12.69 Accommodate a limited range of non-residential uses in the sub-area and allow local neighbourhood services in accordance with the HDR District.

Policy 12.70 Support the conversion or rehabilitation of older buildings to retain the character of the area and to deter the creation of surface parking lots.

RESIDENTIAL MIXED USE AREA (SUB-AREA 2)

Policy 12.71 Maintain and reinforce the mix of high density residential, specialty offices, commercial, hotel and institutional uses in its present pattern through a Residential Mixed Use District (RMU), formerly the RMX* District.

Policy 12.72 Re-designate the lands west of 105 Street, between 99 Avenue and 100 Avenue, formerly Commercial Mixed Use (CMX), to a Residential Mixed Use District to promote more residential development.

Policy 12.73 Encourage compatible infill and conversion to residential or residential mix use to increase the housing stock in support of the Urban Village concept.

Policy 12.74 Permit a limited range of commercial, office and service uses that would not otherwise be accommodated in the residential enclave sub-area.

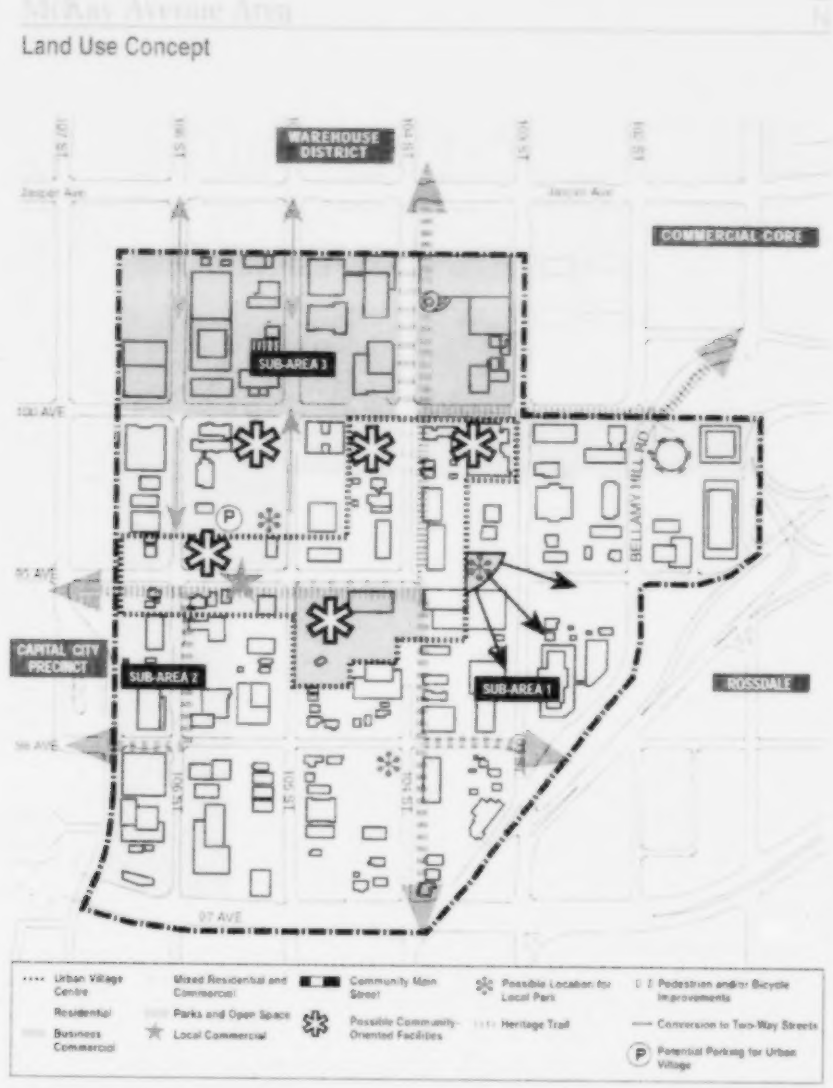
Policy 12.75 Support the development of a portion of the sub-area as a local neighbourhood convenience commercial area under the Residential Mixed Use District to support the local Main Street and Urban Village concept.

Policy 12.76 Encourage low to medium rise infill development and retrofitted buildings accommodating commercial and personal service uses along the local main street.

Policy 12.77 Retain the area east of Bellamy Hill Road as high density commercial office use.

McKay Avenue Area

Land Use Concept



BUSINESS COMMERCIAL AREA (SUB-AREA 3)

Policy 12.78 Allow medium to high intensity development in accordance with the Commercial Mixed-Use District, to ensure a broad mix of commercial office and institutional uses.

Policy 12.79 Encourage the continuity of retail, entertainment and service uses along 104 Street to provide a continuous pedestrian-oriented shopping street linking McKay Avenue to the special historic area in the Warehouse District.

Policy 12.80 Maintain the existing built form (8 to 14-storey office towers) with street-oriented retail or service use on the main floor.

VI

PLAN IMPLEMENTATION

This chapter summarizes the implementation program, referred to as the Downtown Action Program. It includes the approach to financing the five-year program, and a description of the organizations and organizational structure that will be set up to implement the Plan.

The success of the Downtown Plan will be measured by the degree to which the plan recommendations are translated into reality. The implementation program will achieve credibility if tangible results can be realized in the first year of the program. Credibility will be achieved through actions such as:

- the construction of new housing projects, supported by the $4,500 per unit Housing Re-investment Program grant,
- the development of the Downtown Parking Program including reduced meter rates, relaxed meter enforcement and more on-street parking, and
- the conversion of one-way to two-way streets.

1. PLAN BUDGET AND FINANCING STRATEGY

As the implementation budget depends largely on funding mechanisms, the budget must of necessity be flexible. An initial project-by-project five-year cost summary is not outlined within this By-law, but is presented in a companion document. However, based on the premise that this will remain a City-driven and City-funded program, cost estimates indicate that a Plan budget of approximately $23 million will be required over the five year time frame, for an average civic commitment of $4.6 million annually. This is a modest requirement for such an exceptional situation, and such an exceptional opportunity.

The Downtown Plan financing strategy is that:

- The City of Edmonton designate funds from its Capital Priorities Plan to implement the major projects, studies and programs identified in the Downtown Plan.
- Other projects, smaller studies and regular operating programs be funded through the normal operating budgets of city departments or through partnerships with private sector organizations and businesses.
- The City form partnerships with the provincial and federal governments to fund certain programs and projects identified in the Downtown Plan. The partnerships could either be in the form of new project-specific funding partnerships or as sub agreements under an existing tri-level government agreement such as the Edmonton Economic Development Initiative or the Canada Infrastructure Works Program.

2. DOWNTOWN ACTION PROGRAM

A logical implementation procedure is vital to the success of the Downtown Plan. A carefully planned sequence of activities, concentrating efforts on the next three years, will best see the Downtown capture the benefits of northern Alberta's economic upswing.

The Downtown Action Program will be a five-year program, with most actions being initiated within the first three years.

The 77 initiatives, or key actions, which make up the action program, are outlined in Table 7 on pages 94 and 95. These actions are based on the Plan policies and action plans described in more detail in Chapter IV of the Plan. The actions include studies, capital works projects, special programs, regulations and new processes. The proposed physical improvements are illustrated on maps in Appendix A.

The actions listed in Table 7 are described in terms of their action type, funding, time frame and implementation responsibility.

■ Action Type

The actions are identified under the following categories:

- **Projects** Projects will typically require capital program commitments with budget allocations for such components as planning, design, acquisition and construction.
- **Programs** Programs focus on such needs as downtown lighting, safety, community development and business recruitment. Programs generally involve multiple actions and do not initially entail capital spending.
- **Studies** Studies involve research, analysis and other activities required as initial actions before proceeding on a program or a project. They may include negotiations, basic research, design plans or other similar activities.
- **Regulations** Regulations deal with land use, development review and other City policies or procedures which may require modification, implementation or monitoring.

■ Time Frame

Each action has a time frame, either immediate (1-2 years), short term (3-4 years), long term (5 years or more) or ongoing.

Some actions may be shown as having a specified time frame and then become ongoing activities or programs. The time frames assigned in the chart are tentative and may require adjustment after actions are initiated.

PARTICIPATING ORGANIZATIONS

A brief description of each of the organizations particpating in the Downtown Action Program is presented here.

Although an agency may be identified as lead implementing agency (see Table 7), most actions require cooperation between a number of organizations. It is expected that other downtown stakeholders will be consulted as implementation details are determined.

EDMONTON REGIONAL AIRPORTS AUTHORITY

Edmonton Regional Airports Authority will play a lead role in the establishment of an airport terminal in the Downtown.

BUILDING OWNERS AND MANAGERS ASSOCIATION (BOMA)

BOMA, representing building owners and managers in the Downtown, will play a role in such initiatives as the street-oriented retail program, the downtown lighting program, parking programs and marketing efforts.

DOWNTOWN BUSINESS ASSOCIATION (DBA)

The DBA will play a lead role in several actions including the Downtown Business Plan, the market research study, business recruitment, marketing, the economic network, the street-oriented retail program, pedestrian environ-ment improvement policy and parking initiatives.

The DBA will also assist in soliciting support and participation from the private sector and other levels of government.

ECONOMIC DEVELOPMENT EDMONTON (EDE)

Economic Development Edmonton will be involved in tourism and economic development initiatives proposed such as the Downtown Tourism Plan, Economic Forum, and Education/Information Technology Committee.

EDMONTON ARTS COUNCIL (EAC)

The Edmonton Arts Council has already been instrumental in the formation of an Arts Habitat Corporation, which is pursuing the development of artists' accommodation in the Downtown. The EAC will continue its involvement in the Public Art Program and the Arts District initiative.

EDMONTON DOWNTOWN DEVELOPMENT CORPORATION (EDDC)

The Edmonton Downtown Development Corporation was formed in 1986 as a private non-profit corporation. The corporation will continue its involvement in facilitating the Arts District initiative, establishing a downtown housing registry and facilitating the development of other private sector redevelopment projects.

EDUCATIONAL INSTITUTIONS

Educational institutions (including Grant MacEwan Community College, Alberta Vocational College, Alberta College, Edmonton Public Schools Continuing Education and the University of Alberta) will have a role to play in forming business and education partnerships and the proposed Education/Information Technology Committee.

GREATER EDMONTON HOME BUILDERS ASSOCIATION (GEHBA)

The Greater Edmonton Home Builders Association will participate in marketing downtown housing and in supporting other housing-related initiatives.

URBAN DESIGN REVIEW PANEL (UDRP)

The Urban Design Review Panel is associated with the Downtown Business Association. Its role is to provide design comments on proposed major developments to help ensure a high quality of development in the Downtown. The UDRP will have an important role to play in the implementation program with respect to urban design initiatives, including the development of a new Downtown Design Guidelines Manual.

URBAN DEVELOPMENT INSTITUTE (UDI)

The Urban Development Institute may participate in marketing downtown housing and in other downtown redevelopment initiatives.

Table 7 - Downtown Action Program

Action Item	Action Type	Plan Budget	Other Funding	No Funding[2]	Time Frame[3]				Lead Role[4]
					Immed.	Short	Long	Ongoing	
Economic Development									
1. Downtown Business Plan (1.6)[1]	program			✓	●			●	DBA
2. Market Research (1.7)	study	✓			●	●			DBA
3. Business Recruitment (1.8)	program	✓			●	●		●	DBA
4. Marketing and Promotion (1.9)	program			✓				●	DBA
5. Unified Voice (1.10)	program			✓	●			●	OCM/DBA/EDDC
6. Economic Network (1.11)	program			✓				●	DBA
7. Economic Forum (1.12)	program	✓			●			●	EDE/DBA
8. Tourism Infrastructure (1.13)	project	✓			●		●		EDE/DBA
9. Capital City Precinct Plan (1.14)	study	✓			●				PROV/P&D
10. Downtown Research Centre (1.15)	study			✓	●	●			EDE/EDUC (UofA)/DBA/P&D
11. Millennium/Centennial Projects(1.16)	program		✓			●	●		DBA
Commercial/Institutional Activities									
12. Commercial Area Reinvestment (2.2)	program			✓				●	P&D
13. Private Sector Improvements (2.3)	program			✓				●	DBA/P&D/T&S/AM&PW
14. Street-Oriented Retail (2.4)	program	✓			●	●			DBA/BOMA/P&D/ CSS
15. Enterprise Zone (2.5)	program	✓			●				P&D/DBA
16. Government Offices (2.6)	study			✓	●				OCM/DBA/PROV/GC
17. Downtown U. of A. Campus (2.10)	study			✓		●			OCM/ P&D/DBA
18. Education Partnerships (2.11)	program			✓	●			●	DBA/EDUC (UofA)
19. Education/Information Committee (2.12)	program			✓	●				EDE/EDUC (UofA)
Arts, Culture and Entertainment									
20. Arts District (3.1)	program			✓	●				EDDC/EAC
21. Artists' Work / Live (3.2)	program	✓			●			●	EAC/P.& D./CSD
22. Downtown Public Art Program (3.3)	program	✓	✓		●			●	EBCVA/WORKS/DBA/EAC
23. Downtown Wall Mural Program (3.4)	program	✓	✓		●			●	DBA/WORKS
24. Event Venues (3.9)	program			✓				●	CS/DBA
Housing and Community Development									
25. McKay Avenue Infrastructure (4.3)	program	✓			●	●			P&D/DBA
26. Warehouse District Infrastructure (4.4)	program	✓			●	●			P&D/DBA
27. Housing Reinvestment Program (4.5)	program	✓			●	●			CSD/P&D/DBA
28. Marketing Downtown Housing (4.7)	program		✓		●	●			DBA/GEHBA/UDI/AM&PW
29. Residential Zoning (4.8)	regulation			✓	●				P&D
30. Flexible Occupancy Regulations (4.9)	regulation			✓	●				P&D
31. Community Coordinator (4.10)	program	✓			●				CS/P&D
32. Residents' Organization (4.11)	program			✓	●	●			CS/P&D
33. Grocery Store Options (4.12)	program			✓	●	●			CS
34. Housing Registry (4.13)	program			✓	●			●	EDDC/DBA/CS
35. Safety (4.14)	program		✓		●			●	EPS
Parks/Open Space and Recreation									
36. Parkland Acquisition (5.1)	project	✓			●	●			AM&PW/P&D
37. Parks Development/Upgrading (5.2)	project	✓			●	●			CS/AM&PW/P&D
38. Pocket Park Program (5.6)	project	✓			●	●			CS/AM&PW/P&D/DBA
39. Rivers' Edge Development (5.7)	project		✓			●	●		CS/P&D/AM&PW
40. Environmental Review Process (5.8)	regulation			✓				●	P&D
41. River Valley Connections (5.10)	project	✓				●			AM&PW/CS/P&D/T&S/DBA
42. Heritage Trail Circuit (5.11)	program		✓				●		P&D/AM&PW

1. Downtown Plan policy numbers are shown in brackets after each Action Item.

2. Where the chart indicates "No Funding Required", the action may either be a policy action or see funding provided through a partner's existing budget.

3. Immed. = 1 - 2 Years Short = 3 - 4 Years Long = 5 Years or More

Table 7 - Downtown Action Program cont'd.

Action Item	Action Type	Plan Budget	Other Funding	No Funding[2]	Time Frame[3]				Lead Role[4]
					Immed.	Short	Long	Ongoing	
Transportation System									
43. Roadway Improvements (6.2)	project		✓			●			T&S/AM & PW
44. Two -Way Streets (6.7)	project	✓			●				T&S/DBA
45. Pedestrian Environment Improvement Policy (6.11)	regulation			✓	●				T&S/P&D/AM&PW/DBA
46. International Airport Terminal (6.12)	project		✓		●			●	ERAA/DBA
47. Community Transit Network (6.16)	study		✓		●			●	T&S
48. Transit Area Improvements (6.18)	project	✓			●	●			T&S/P&D
49. Tourist Attraction Shuttle (6.20)	program		✓			●		●	T&S/DBA
50. Long-Term LRT (6.21 / 6.22)	program	✓	✓		●		●		T&S/P&D/AM & PW
51. Bike Route System (6.23)	project	✓			●				T&S
Pedestrian Circulation									
52. Pedestrian Zones (7.3)	program		✓					●	T&S/P&D/DBA
53. Pedestrian Signage (7.4)	project	✓				●			P&D/DBA
54. Pedestrian Crossings (7.5)	project	✓				●			T&S
Parking									
55. Parking Meter Installation (8.3)	project	✓			●				T&S/P&D/DBA
56. Reduced Parking Meter Rates (8.4)	program		✓		●			●	T&S/P&D/DBA
57. Extended Meter Duration (8.5)	program			✓	●			●	T&S/DBA
58. Relaxed Enforcement of Parking Violations (8.6)	program		✓		●			●	T&S/DBA/P&D/CSD
59. Parking Rate Research (8.7)	study	✓			●				DBA/BOMA/T&S
60. Parking Lot Standards (8.11)	regulation			✓				●	P&D
61. Management of Parking (8.14)	program	✓			●			●	T&S/DBA
Urban Design									
62. Major Access Route Landscaping (9.4)	project	✓			●	●			P&D/T&S/AM&PW/UDRP
63. Downtown Lighting Program (9.6)	program	✓			●	●		●	DBA/EPCOR/BOMA/P&D/T&S/UDRP
64. Gateway Program (9.7)	project	✓				●			P&D/UDRP
65. Street-Oriented Retail Guidelines (9.12)	study			✓		●			DBA/UDRP/P&D
66. Amenities Throughout Downtown (9.23)	program	✓	✓					●	P&D/AM&PW
67. Streets, Areas, Gathering Places (9.24/ 9.25/ 9.26)	project	✓			●	●	●		P&D/AM&PW/UDRP
68. Design Guidelines Manual (9.33)	project	✓			●	●			UDRP/P&D
Historic Preservation									
69. Encourage Preservation (10.1 / 10.3 / 10.7)	program		✓					●	P&D
70. 104 St. Historic Area (10.2)	program		✓		●	●			P&D/PROV/DBA
71. Government Agency Accommod. (10.8)	program			✓				●	DBA
72. Historic Interpretation Areas (10.11)	project	✓				●		●	P&D/DBA/AM&PW
Natural Environment									
73. Air Quality (11.1)	program			✓				●	AM & PW
74. Water Quality/Water Runoff (11.2)	program			✓				●	AM & PW
75. Waste Management (11.3)	program			✓				●	AM & PW
76. River Valley Environ. Review (11.7)	regulation			✓				●	P&D
77. Greening of the Core Program (11.8)	project	✓			●	●		●	P&D/AM & PWDBA

[4] The full names of the implementing organizations are listed here:

IMPLEMENTING AGENCIES

BOMA	Building Owners & Managers Association
DBA	Downtown Business Association
EAC	Edmonton Arts Council
EBCVA	Edmonton Business Council for the Visual Arts
EDE	Economic Development Edmonton
EDDC	Edmonton Downtown Development Corporation
EDUC	Educational Institutions
EPCOR	EPCOR
ERAA	Edmonton Regional Airport Authority
GC	Government of Canada
GEHBA	Greater Edmonton Home Builders Association
PROV	Province of Alberta
UDI	Urban Development Institute
UDRP	Urban Design Review Panel
WORKS	The Works

City of Edmonton

AM & PW	Asset Management and Public Works Department
CS	Community Services Department
CSD	Corporate Services Department
EPS	Edmonton Police Service
OCM	Office of the City Manager
P&D	Planning and Development Department
T&S	Transportation and Streets Department

THE WORKS AND THE EDMONTON BUSINESS COUNCIL FOR THE VISUAL ARTS

The Works and the Edmonton Business Council for the Visual Arts will play an important role in developing and implementing the Downtown Public Art Program and the Downtown Wall Mural Program.

THE CITY OF EDMONTON

- **Asset Management and Public Works Department**

  This department will be responsible for implementing many of the capital works components of the Downtown Action Program. This will include the acquisition of land for parks and other purposes, roadway improvements, streetscape projects, environmental initiatives and the Greening of the Core program.

- **Community Services Department**

  The Community Services Department will play a key role in community development and in monitoring the increasing downtown population to ensure provision of adequate social services.

  Festivals, special event programming and administration of recreation facilities in the downtown will be the responsibility of this department, as will the development and maintenance of parks.

- **Corporate Services Department**

  Financing of most Plan initiatives will be administered through the Capital Priorities Plan and the operating budgets of city departments. The Corporate Services Department will play an important role in the budgeting process, along with the Office of the City Manager. This department will also be involved in the implementation of specific initiatives such as the housing reinvestment program and the parking rate initiatives.

- **Edmonton Police Service**

  The Edmonton Police Service will be involved in establishing the proposed community police station and safety-related initiatives such as Crime Prevention Through Environmental Design, Apartment Watch and the Security Network Program.

- **Office of the City Manager**

  The City Manager, as a member of the Downtown Advisory Committee, will be involved in setting overall direction and leadership for the implementation program. The Office of the City Manager will also play a lead role in negotiations with other levels of government, and in specific initiatives such as the Forum on Downtown Economic Development.

- **Planning and Development Department**
  (Bylaw 12925, January 9, 2002)

  The Planning and Development Department will coordinate the implementation of the Plan and will have particular responsibility for land use bylaw amendments, development review, physical improvement plans, urban design initiatives, environmental review, historic preservation and pedway policies. The department will also be working with downtown stakeholder groups on a number of other projects such as the Downtown Art Program, market research, business recruitment and other general economic development initiatives.

  The Planning and Development Department will be responsible for the preparation of amendments to this Area Redevelopment Plan for Council approval, after a general meeting in the community, prior to Council's consideration of:

  1. any development that substantially changes any objective or policy of the Plan;
  2. any major new civic projects undertaken for arterial roadways or parks and recreation facilities which have not been described already in this Plan; and
  3. where directed by Council.

The Plan amendment will be comprised of the following components:

1. full map and text amendments along with a discussion outlining the new

planning rationale for the land use rezoning or other planning decision; and

2. circulation of the proposed Plan amendment and notification to the affected property owners and the Community League.

- **Transportation and Streets Department**

  The Transportation and Streets Department will play a lead role in implementing a number of improvements related to the overall roadway network, transit, pedestrian circulation, the bike route system and on-street parking. Specific initiatives include the conversion of one-way streets to two-way streets, the installation of additional on-street parking meters, physical improvements to bus stop areas and the development of a Community Transit Network.

THE GOVERNMENT OF CANADA

The federal government is an important stakeholder in the Downtown with its concentration of employees at Canada Place and its other property interests. It may become a partner in the implementation process should agreement be reached to participate through the Edmonton Economic Development Initiative (EEDI) agreement, the Canada Infrastructure Works Program or another type of agreement.

THE PROVINCE OF ALBERTA

The government of Alberta will have an important role in the implementation of the Downtown Plan through the upgrading of the Legislature Grounds and Capital Boulevard, and possibly the relocation of provincial offices into the Capital City Precinct. The Province is also an important potential source of funding for the overall plan implementation budget, with possible participation through such programs as the Edmonton Economic Development Initiative or the Canada Infrastructure Works Program.

3. PROGRAM OPERATION

(Bylaw 12296, May 1, 2000)

The implementation of the Downtown Plan will be a cooperative effort involving both private and public sector downtown stakeholders.

The program will start with the creation of the Advisory Committee and the Program Team. The 77 action items contained in the Plan will form the basis for the Action Program. The Advisory Committee will determine priorities and details of implementation. The Action Program should be considered to be a starting place, a point of departure for action. Flexibility will be built into the program to allow for changes as individual programs, projects, studies and other implementation activities proceed.

Initially, a five-year budget will be established, with funds allocated on an annual basis. This annual budget allocation will be determined by the Advisory Committee based on the scope and priority of the projects. The Advisory Committee will prepare a report to City Council on an annual basis regarding the program budget, funds spent, actions accomplished and actions planned.

Overall direction and leadership for the Downtown Action Program will come from a Downtown Advisory Committee. This committee will be established by City Council by Bylaw as per Section 145 of the Municipal Government Act S.A. 1994, C.M-26-1. The Committee will be composed of a maximum of fourteen (14) members appointed by City Council. Unless Council otherwise directs, it is expected that the Committee no longer be required after December 31, 2005 as by that date all significant implementation activities of the Capital City Downtown Plan should be completed.

Should they agree to become partners in the Action Program, the provincial and federal governments would have representation on the Advisory Committee.

The Downtown Action Program Team will manage the implementation of the Plan, prepare the work program, budget, project terms of reference, project schedules, progress reports, consulting requests for proposals and other materials related to managing the Program.

Other responsibilities of the Program Team will include maintaining communications with downtown stakeholders and city-wide groups, undertaking research in support of implementation projects and preparing publications and materials to promote the Program.

How will the success of the Plan be measured? On a purely practical level, success in implementing the plan will be measured by the tax dollars generated. Other quantitative means include housing starts, vacancy rates, employment and residential population – even the number of parking meters installed and trees planted will provide benchmarks. On a deeper level, however, the initiative will be deemed successful when the Downtown does exert a palpable sense of place, does have a strong sense of community, and does see life on the streets, day and night, through all seasons of the year.

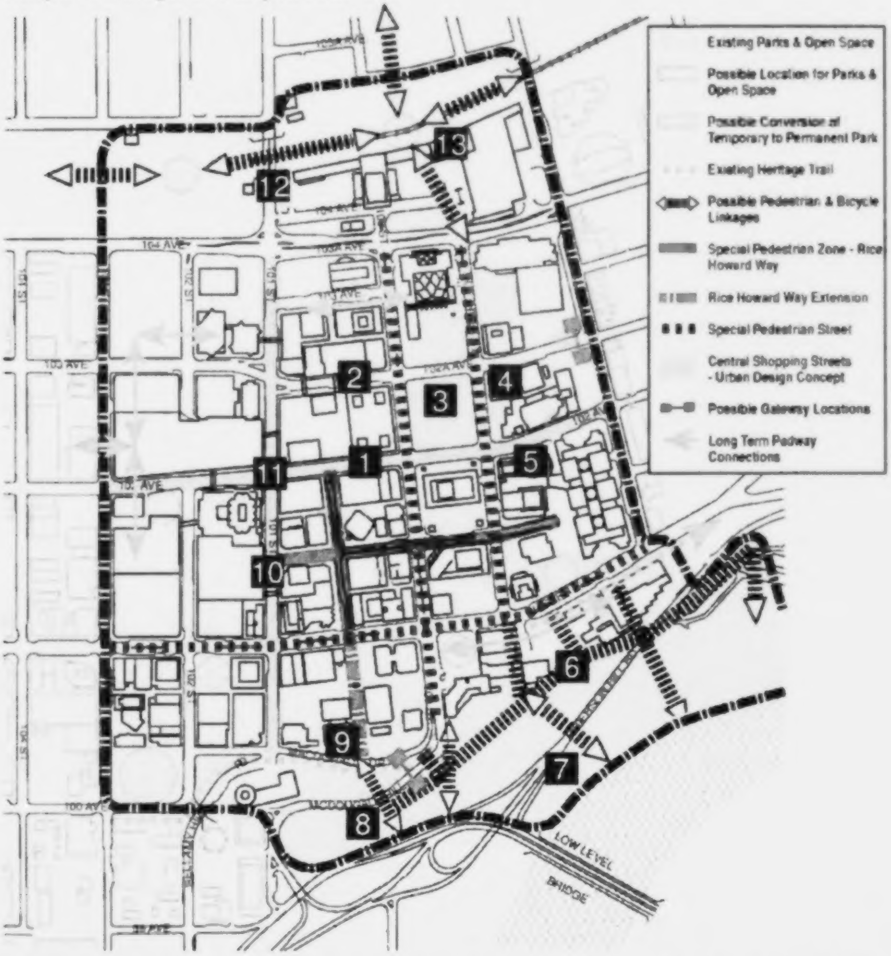
Appendix A

PROPOSED PHYSICAL IMPROVEMENTS • DOWNTOWN NEIGHBOURHOODS

The Proposed Physical Improvements maps illustrate the proposals for improving each of the five downtown neighbourhoods. These conceptual maps show how the vision, the policies and the actions outlined in the Plan may be applied at the neighbourhood level. The five neighbourhoods are as follows:

- Commercial / Cultural Core
- Warehouse District
- Jasper Avenue West
- Capital City Precinct
- McKay Avenue

Proposed Physical Improvements


Existing Parks & Open Space
Possible Location for Parks & Open Space
Possible Conversion of Temporary to Permanent Park
Existing Heritage Trail
Possible Pedestrian & Bicycle Linkages
Special Pedestrian Zone - Rice Howard Way
Rice Howard Way Extension
Special Pedestrian Street
Central Shopping Streets - Urban Design Concept
Possible Gateway Locations
Long Term Pedway Connections
104 AVE
103A AVE
103 AVE
102 AVE
102A AVE
101 AVE
100 AVE
101 ST
102 ST
104 ST
LOW LEVEL BRIDGE
1
2
3
4
5
6
7
8
9
10
11
12
13

1. **Convert 102 Avenue to two-way traffic;** convert bus lanes to rush hour only bus lanes; install additional on-street parking meters.

2. **Convert 103 Avenue to two-way traffic west** of 102 Street; install additional on-street parking meters.

3. **Implement "Arts District" concept** in the area around Sir Winston Churchill Square.
   - partnership of key stakeholders
   - encourage cafes, bistros, wine bars, entertainment, specialty retail
   - linked system of pedestrian streets, open spaces, plazas and shopping areas
   - establish role, function and overall design of Sir Winston Churchill Square; implement improvements
   - co-ordinated programming and promotion
   - concentration of public art

4. **Implement streetscape improvements on 99 Street** (Arts District pedestrian zone)

5. **Implement access improvements** for disabled throughout area
   - Construct critical pedway link - elevator between parkade/LRT station & Citadel.

6. **Extend Heritage Trail,** with viewpoints and pedestrian links, to river.

7. **Implement River Valley Edge Parks Plan**
   - river's edge boardwalk with viewpoints and rest areas
   - high quality park development; trails, ornamental plantings, natural landscaping, recreation & tourism facilities

8. **Construct pedestrian link** between Downtown and future Rossdale Brewery commercial site

9. **Develop extension of Rice Howard Way** to river valley edge

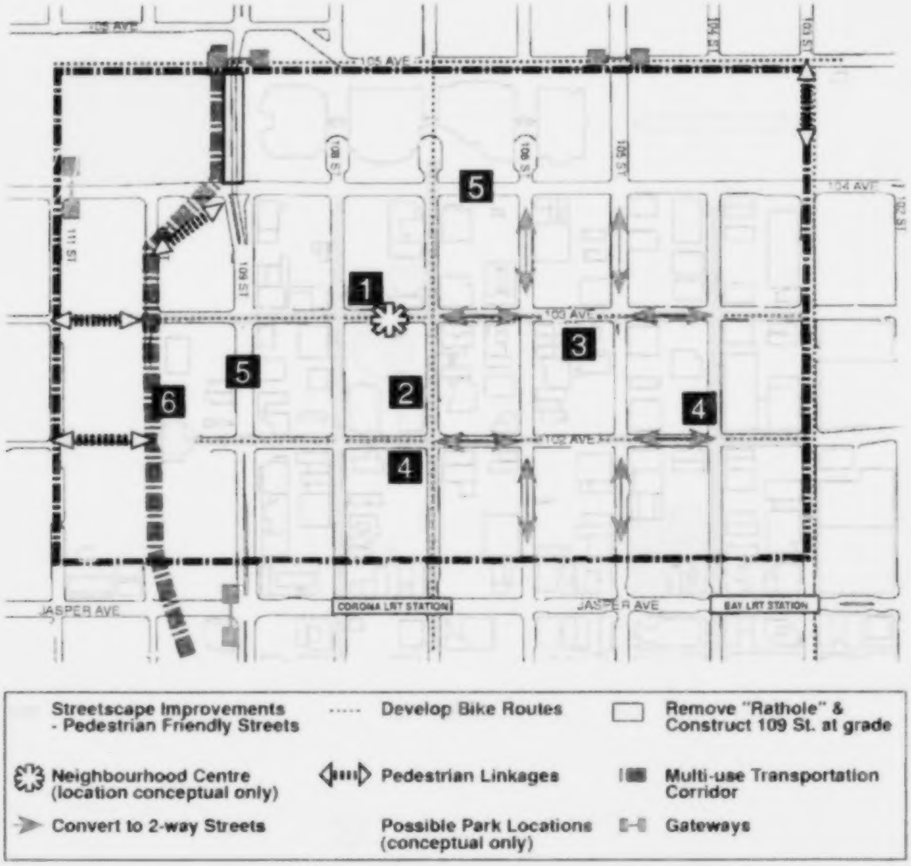
10. **Enhance streetlife in the core.**
    - small shops at street level (retrofit major shopping complexes)
    - eliminate "blank walls" in retail core
    - maximize short term on-street parking near shops
    - "Greening of the Core" - pocket parks, trees, flowers, landscaping
    - cluster nightlife, entertainment venues
    - programs, events year round
    - improve bus stop areas and shelters
    - pubic art, sculpture

11. **Implement urban design plan for 101 St. & 102 Ave.** to encourage pedestrian street retail focus.

12. **Upgrade access** and construct gateway.

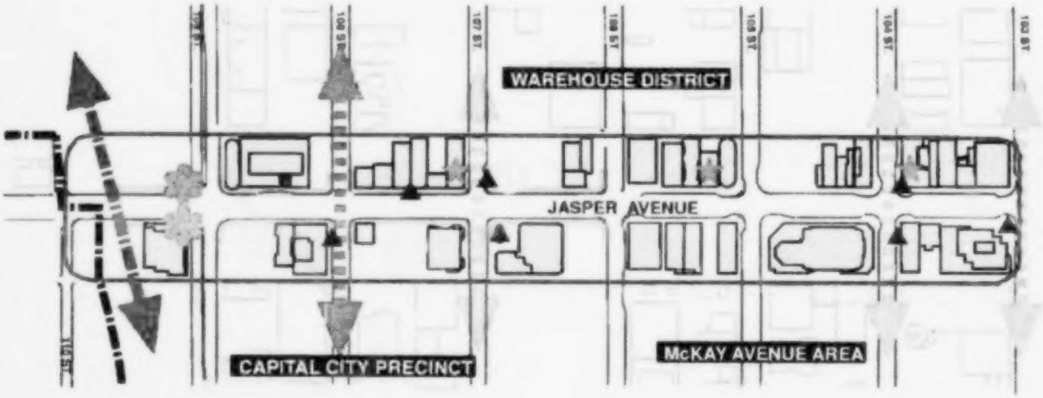
13. **Extend pedestrian connections** through CN Lands, with park spaces.

Proposed Physical Improvements


105 AVE
104 AVE
103 AVE
102 AVE
JASPER AVE
111 ST
109 ST
108 ST
106 ST
105 ST
104 ST
103 ST
102 ST
CORONA LRT STATION
BAY LRT STATION
1
2
3
4
5
6
Streetscape Improvements - Pedestrian Friendly Streets
Develop Bike Routes
Remove "Rathole" & Construct 109 St. at grade
Neighbourhood Centre (location conceptual only)
Pedestrian Linkages
Multi-use Transportation Corridor
Convert to 2-way Streets
Possible Park Locations (conceptual only)
Gateways

1. **Create a Neighbourhood Centre,** an "Urban Village Centre", as the focal point for the Warehouse District near 103 Avenue and 107 Street.
   - local meeting places e.g. cafes, plazas, parks & community facilities
   - arts & cultural activities
   - active & passive recreation spaces
   - accommodate needs of residents, workers & visitors
2. **Acquire parkland and develop parks** to serve residents & other downtown user groups.
3. **Convert one-way streets to two-way streets:**
   - 105 Street
   - 106 Street
   - 102 Avenue
   - 103 Avenue
4. **Develop special pedestrian-oriented streets & places:**
   - tree planting, landscaping
   - sidewalk improvements
   - pedestrian lighting & signage
   - street furniture, public art
   - small plazas & open spaces
5. **Implement landscaping improvements** on major through routes - 109 Street & 104 Avenue.
6. **Develop a Multi-use Corridor** on former CP Lands. (Bylaw 11782, July 27, 1998)
   - develop a segregated pedestrian/bicycling path with new crossing at Jasper Ave.
   - develop underground LRT or streetcar line over the long term.

Proposed Physical Improvements

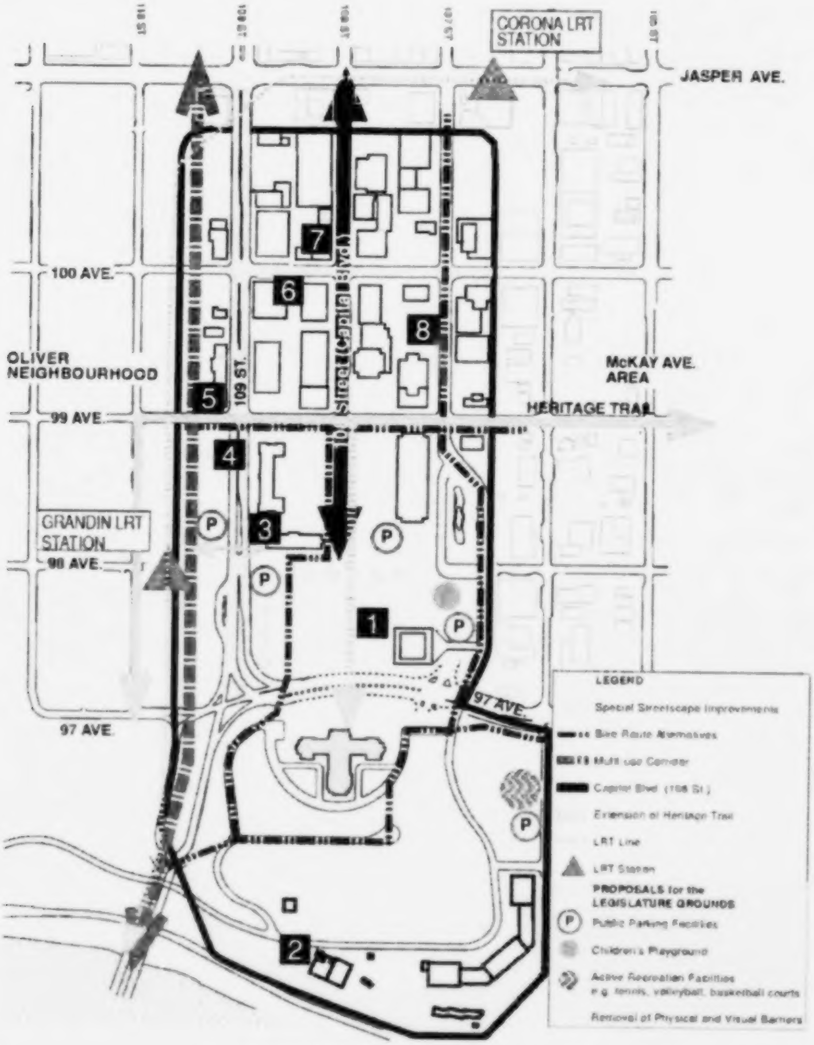


✻	**Possible Gateway Location**	▬▮▬	**Multi-use Corridor**
▭	**Proposed Area for Streetscape Improvements**	- - -	**Pedestrian/Bike Route Improvements**
	Optional Locations for a Small Park*	▪▪▪	**Capital Blvd. Improvements**
★	**Heritage Buildings**	▲	**LRT Station Entrances**

*** The options for park locations depicted on this map are conceptual only.**

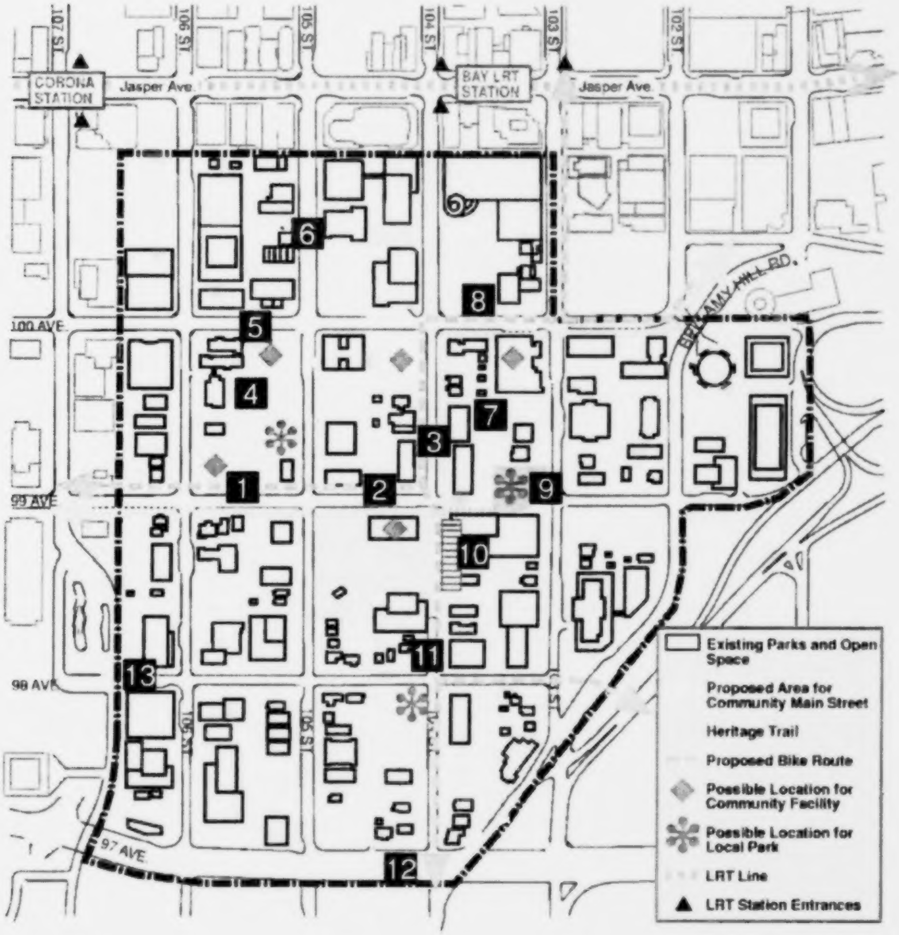
1. **Overall parking strategy** for Jasper Ave. & side streets
   - maximize short term on-street parking spaces for businesses
   - encourage redevelopment of "non accessory" parking lots on Jasper Ave. over time
   - signage for parking lots on side streets
2. **Implement Streetscape Improvements from 106 to 110 Street**
   - landscaping/tree planting
   - sidewalk improvements
   - street furniture (benches, kiosks, etc.)
   - theme lighting, signage, clocks
   - bus shelters
3. **Improvements to public transit system**
   - improve bus stops & shelters - comfort, amenities, design
   - highly visible LRT signage
   - move some bus traffic back from 102 Ave. to Jasper Ave.
4. **Heritage Interpretive Walk:** focusing on history of Jasper Ave. as Edmonton's Main Street and on the history of adjacent areas
5. **Public Art Program** - sculpture, murals, art integrated in architectural & engineering works
6. **Special events &** arts, culture and recreation programming at Beaver Hills House Park
7. **Acquire land and develop a pocket park** between 106 and 109 Streets
8. **Improvements for cyclists**
   - new bike routes, racks & signage
   - safety assessment-intersections & curb lanes
9. **Colour Enhancement** i.e. banners, flower planters, sidewalk fruitstands
10. **Construct a Gateway** to Downtown
11. **Re-establish parades** on Jasper Ave.

Proposed Physical Improvements



1. **Legislature Grounds**
   - improve public access
     - pedestrian connections
     - public parking on periphery
     - bike paths
     - remove physical and visual barriers
     - directional / promotional signage
   - Add recreation & tourism facilities
     - playground (for McKay Ave. residents)
     - tennis, basketball & /or volleyball courts
     - tourist facilities e.g. teahouse
2. **River Valley Edge**
   - develop a continuous pathway /boardwalk with viewpoints
   - provide linkages to river valley trail system
3. **Improve pedestrian connections** to Legislature Grounds
4. **109 Street**
   - implement landscaping improvements
5. **Multi-use Corridor**
   - develop a segregated pedestrian /bicycle / rollerblading path
   - develop at-grade LRT or streetcar line over the long term
6. **100 Avenue**
   - enhance pedestrian environment
7. **108 Street (Capital Blvd.)**
   - implement urban design concept plan to reflect presence of Legislature & link to Grant MacEwan College
   - extend Heritage Trail from 99 Ave. to Legislature
8. **Bike Routes**
   - develop new bike routes on 99 Avenue, 107 Street & the Legislature Grounds
9. **Implement an overall parking strategy** for the Capital City Precinct

Proposed Physical Improvements



1. **Implement an "Urban Village Centre"** concept for the McKay Avenue Area.
   - local commercial focus
   - community Main Street
   - local community facilities
   - active and passive recreation spaces
   - local traffic management
   - creative conversions of buildings
2. **Develop urban design plan for 99 Ave. & 104 St.** to reflect community main street concept.
3. **Establish community association** if desired and acquire or lease community facility space.
4. **Upgrade surface parking lots** & vacant lands.
5. **Enhance 100 Avenue** pedestrian environment.
6. **Convert 105 & 106 Streets to 2 way** streets between Jasper & 100 Avenues.
7. **Encourage Apartment Watch** & other safety programs.
8. **Implement proposed bike route.**
9. **Develop site as viewpoint** & extension of Heritage Trail.
10. **Improve stairway** to accommodate bicycles and upgrade open space.
11. **Undertake safety audit** for potential improvements to vacant lands.
12. **Improve pedestrian crossing.**
13. **Upgrade access** to Legislature Grounds.

Appendix B

DOWNTOWN SPECIAL AREA ZONING REGULATIONS

The City of Edmonton Land Use Bylaw 5996 regulates the use and development of land within the boundaries of the Downtown Area Redevelopment Plan and consequently takes precedence over any information provided in this appendix.

The map attached as Enclosure 1 to this appendix shows the land use districts at the time of adoption of this Plan and may be subject to further amendments.

For up-to-date information on zoning regulations and bylaw amendments, refer directly to Section 910, Special Area Downtown regulations, and other Sections of the Land Use Bylaw.

DOWNTOWN SPECIAL AREA ZONING REGULATIONS

1. General Purpose

To designate the Downtown, as shown on Enclosure 1 to this Appendix, as a Special Area and to adopt the following land use regulations for this Special Area to achieve the objectives of the Downtown Area Redevelopment Plan (ARP).

2. Application

The designation, location and boundaries of each underlying Land Use District affected or created through Section 910 of the Land Use Bylaw shall apply as indicated on Enclosure 1 to this Appendix.

3. Land Use Districts Created by Special Area Provisions

1) The following regulations contained in the Land Use Bylaw, as they may be amended from time to time, shall apply to developments within sites districted as HDR, RMU, HA, EZ, CCA, CMU or MSC, unless such regulations are specifically excluded or modified therein:
   a) all General Development Regulations;
   b) all Special Land Use Provisions, where the applicable Use Class is listed in the District; and
   c) any Overlay provision including, but not limited to, the Airport Protection Overlay and the Floodplain Protection Overlay.

2) When a Development Permit application for the development of a site within the Downtown Special Area is considered by the Development Officer to be a Class C or D application, or any application that, in the opinion of the Development Officer may have urban design implications, the Development Officer shall prior to making a decision on the Development Permit Application, refer the application by the Urban Design Review Panel (as established by the Downtown Business Association) for review.

4. HDR (High Density Residential) District

1) General Purpose

To accommodate high density housing with minor local commercial uses in a predominantly residential environment in order to support the concept of a liveable urban village with a strong sense of identity and place, where community activities and amenities are focused on a neighbourhood main street.

2) Permitted Uses

a) Apartment Hotels
b) Apartment Housing
c) Minor Home Occupations
d) Row Housing

3) Discretionary Uses

- a) Boarding and Lodging Houses
- b) Child Care Services
- c) Convenience Retail Stores
- d) Duplex Housing
- e) Foster Homes
- f) Group Homes
- g) Major Home Occupations
- h) Personal Service Shops
- i) Professional Offices
- j) Religious Assembly
- k) Residential Sales Centre
- 1) Semi-detached Housing
- m) Single Detached Housing

4) Development Regulations

The following regulations shall apply to all Permitted and Discretionary Uses.

- a) Floor Area Ratio
  - i) The maximum total Floor Area Ratio for all combined uses shall be 4.5;
  - ii) The maximum Floor Area Ratio for residential uses shall be 4.0; and
  - iii) The maximum Floor Area Ratio for non-residential uses shall be 0.5.
- b) Residential Density
  - i) For sites greater than 1,350 m^2 the maximum density shall be 500 dwellings/ha (202 dwellings/ac); and
  - ii) For sites less than 1350 m^2 the maximum density shall be 370 dwellings/ha (150 dwellings/ac).
- c) Minimum Site Area
  - i) The minimum site area for low to medium rise apartments of up to 6 storeys shall be 600 m^2 (6458.5 sq. ft.); and
  - ii) The minimum site area for high rise apartments from 7 storeys and up shall be 800 m^2 (8611.1 sq. ft.).
- d) Maximum Height
  - i) 45m (147.6ft).
- e) Yards
  - i) The minimum front yard shall be 3.0 m (9.8 ft.), except that buildings fronting onto 99 Avenue and 104 Street (the "local main" street) shall not require a front yard.
  - ii) The maximum front yard shall be 4.5 m (14.0 ft.).
  - iii) The minimum rear yard shall be 7.5 m (24.6 ft.).
  - iv) The minimum side yard shall be 1 m (3.3 ft.) per storey, to a maximum of 7.5 m (24.6 ft.), except that a total of at least 2 m (6.6 ft.) shall be provided in all cases. A side yard shall be not less than 4.5 m (14.8 ft.) when it abuts a flanking public roadway other than a lane.

v) Notwithstanding the above, where a consistent front setback exists on the block, that setback should be respected with new development neither projecting in front nor creating a gap in the established building line.

f) Parking Spaces
Parking shall be in accordance to Section 66 of the Land Use Bylaw.
Existing parking on site shall remain and additional parking will not be required for conversions to residential uses.

g) Vehicular Access
- i) The access to parking structures and sites shall be from the lane, except where there is no lane or steep slopes prohibiting access it shall than be from the street.
- ii) The passenger drop off areas and laybys on private properties may be allowed in the front yard, provided there is adequate space available and that sidewalk continuity is maintained, to the satisfaction of the Development Officer and the Transportation and Streets Department.

h) Amenity Area
- i) Non-residential uses will not be required to provide Amenity Area;
- ii) Amenity Area for Apartment Housing shall not be required;
- iii) Minimum Private Outdoor Amenity Area of 15 m^2 (161.5 sq. ft.) per Dwelling for Dwellings any part of which is contained in the lowest storey, and 7.5 m^2 (80.7 sq. ft.) per Dwelling for Dwellings no part of which is contained in the lowest storey; and
- iv) Neither the width nor the length of any Private Outdoor Amenity Area shall be less than 3 m (9.8 ft.), except that if it is provided above the first storey the minimum dimensions shall be 2 m (6.6 ft.).

5) Additional Regulations for Specific Uses

a) Apartment Housing with commercial uses on the main floor shall have access at grade which is separate from the commercial component.

b) Personal Service Shops, Convenience Retail Stores and Professional Offices shall not be in any free standing structure separate from any structure containing residential uses, and shall not be developed above the lowest storey, except along McKay Avenue neighbourhood's "main street" (99 Avenue and 104 Street) and in the case of the conversion of Dwellings.

c) Surface accessory parking lots shall not be permitted abutting 99 Avenue between 104 and 107 Streets and 104 Street, between 99 Avenue and 100 Avenue.

d) Any Yard abutting a public roadway other than a lane, may require an additional setback and landscaping, as per Section 69.5 of the Land Use Bylaw, to the satisfaction of the Development Officer.

6) Development Guidelines

The Development Officer shall encourage the application of the following development guidelines to all developments within this District.

a) Urban Character and Built Form

i) Developments should reinforce the existing residential character of medium to high density apartments on larger sites. A variety of housing forms and styles which support a pedestrian environment should be encouraged.

ii) New developments or additions to existing developments should be designed to provide a transition to lower scale developments and public spaces to reduce the impact of sun shadow and wind on adjacent public spaces, boulevards and buildings.

iii) Medium to high density housing with commercial and community oriented facilities at ground level should be designed to front onto McKay Avenue neighbourhood's "main street" (99 Avenue and 104 Street within this District) in support of the urban village concept and should be compatible with the character envisioned for Heritage Trail.

iv) Buildings should be designed to enhance important views and vistas from Heritage Trail and other prominent or historic locations.

b) Street Level Architecture

i) Primary emphasis should be placed on the design and improvement of street level architecture, particularly to facade improvements at the first and second levels of buildings, to create a pedestrian friendly environment. Buildings on corner sites should address both the street and avenue.

ii) New or substantially renovated commercial or mixed use developments or conversions along 99 Avenue and 104 Street, the "local main street", should, wherever practical, incorporate the following architectural and urban design elements:

- multiple and varied street entrances that relate to the street;
- canopies, awnings and arcades;
- lower portions of the facades should be strongly articulated to add variety, interest and a human scale dimension; and
- clear glazing along the lower portions of the facade to promote pedestrian interaction and safety.

5. RMU (Residential Mixed Use) District

1) General Purpose

To provide a District for primarily medium to high density residential mixed-use developments, with limited commercial, institutional, office and service uses distributed on site in a manner sensitive to the street environment and adjacent residential areas, to support an urban village where amenities are focused on a local main street, and enhance the institutional and hotel cluster along the north edge of the sub-area.

2) **Permitted Uses**
   a) Apartment Housing
   b) Row Housing
   c) Stacked Row Housing
   d) Minor Home Occupations
   e) Convenience Retail Stores
   f) Personal Service Shops
   g) Professional Offices
   h) Government Services
   i) Community Recreation Services
   j) Public Libraries and Cultural Exhibits

3) **Discretionary Uses**
   a) Apartment Hotels
   b) Boarding and Lodging Houses
   c) Child Care Services
   d) Commercial Schools
   e) Foster Homes
   f) General Retail Stores
   g) Group Homes
   h) Health Services
   i) Hotels
   j) Household Repair Services
   k) Indoor Participant Recreation Services
   l) Major Home Occupations
   m) Minor Amusement Establishments
   n) Minor Eating and Drinking Establishments
   o) Minor Impact Utility Services
   p) Minor Second Hand Stores
   q) Minor Veterinary Services
   r) Motels
   s) Natural Science Exhibits
   t) Private Clubs
   u) Professional, Financial & Office Support Services
   v) Protective and Emergency Services
   w) Public and Private Education Services
   x) Recycled Materials Drop-off Centre
   y) Religious Assembly
   z) Residential Sales Centre
   aa) Spectator Entertainment Establishments

4) **Development Regulations**
The following regulations shall apply to Permitted and Discretionary Uses.

a) Floor Area Ratio
   i) The maximum total Floor Area Ratio for all combined uses shall be 5.5;

ii) The maximum Floor Area Ratio for residential use shall be 4.0; and
iii) The maximum Floor Area Ratio for non-residential uses shall be 1.5.

b) Residential Density
   i) The maximum density shall be 500 dwellings/ha (202 dwellings/ac.).

c) Maximum Height
   i) 45.0m (147.6 ft.).

d) Yards
   i) The minimum front yard shall be 3.0m (9.8 ft.).
   ii) There shall be no rear yard required, except that residential buildings shall provide at least a 3.0 m (9.8 ft.) setback.
   iii) There shall be no side yard required for non-residential buildings.
   iv) The minimum side yard shall be 1 m (3.3 ft.) per storey to a maximum of 7.5 m (24.6 ft.), except that a total of at least 2 m (6.6 ft.) shall be provided in all cases. A side yard shall be not less than 3.0 m (9.8 ft.) where it abuts a flanking public roadway other than a lane.

e) Buildings Setback
   i) Buildings fronting onto 100 Avenue and 105 Street shall provide a setback of 3.0 m. (9.8 ft.) or align with adjacent buildings.
   ii) Notwithstanding the above, where a consistent front setback exists on the block, that setback should be respected with new development neither projecting in front or creating a gap in the established building line.

f) Parking Spaces
Parking shall be in accordance to Section 66 of the Land Use Bylaw.
Existing parking on site shall remain and additional parking will not be required for conversions to residential uses.

g) Vehicular Access
Vehicular access to properties shall be from the abutting lanes, (except where there is no lane or steep slopes prohibiting access) in order to maintain uninterrupted breaks along pedestrian boulevards, Heritage Trail and major arterials.

h) Amenity Area
   i) A minimum Amenity Area of 4% of the non-residential gross floor area shall be provided and such Amenity Area shall be exempted from floor area calculations to a maximum of 10% of the gross floor area of the development. Such amenity areas may include courtyards, interior landscaped open space, arcades, plazas, atriums and seating areas;
   ii) Non-residential buildings of less than 1394m^2 (15,000 sq. ft.) will not be required to provide the 4% amenity area;
   iii) Amenity area for Apartment Housing shall not be required;
   iv) Minimum Private Outdoor Amenity Area of 15 m^2 (161.5 sq. ft.) per Dwelling

for Dwellings any part of which is contained in the lowest storey, and 7.5 m^2 (80.7 sq. ft.) per Dwelling for Dwellings no part of which is contained in the lowest storey; and

v) Neither the width nor the length of any Private Outdoor Amenity Area shall be less than 3 m (9.8 ft.), except that if it is provided above the first storey the minimum dimensions shall be 2 m (6.6 ft.).

5) **Additional Regulations for Specific Uses**

a) Apartment Housing with commercial uses on the main floor shall have access at grade which is separate from the commercial component.

b) Surface parking lots shall not be permitted directly abutting 99 Avenue and 104 Street, within this District.

c) Any Yard abutting the property line of a public roadway other than a lane, may require an additional Yard setback and landscaping, as per Section 69.5 of the Land Use Bylaw, to the satisfaction of the Development Officer.

6) **Development Guidelines**

The Development Officer shall encourage the application of the following development guidelines to all developments within this District.

a) Urban Character and Built Form

i) Developments in this District should enhance the diversity of mixed-use and built form through sympathetic infill, conversions and additions to establish a work/live community with appropriate amenities and landscaping in a high quality pedestrian environment.

ii) Higher density developments containing hotels, institutional and office commercial uses, with street level retail and orientation would be allowed along 100 Avenue to consolidate the sub-area's cluster of hotel and institutional uses.

iii) Medium to high density housing with commercial and community oriented facilities at ground level should be designed to front onto McKay Avenue neighbourhood's "main street" (99 Avenue and 104 Street) in support of the urban village concept.

iv) Buildings greater than six (6) storeys or additions to existing developments should be designed to provide a transition to lower scale developments to reduce the impact of sun shadow and wind on adjacent public spaces, boulevards and buildings.

b) Street Level Architecture

i) Facade treatments of new or substantially renovated buildings should incorporate, where ever practical, the following architectural and urban design elements along 99 Avenue and 104 Street, the "local main street", and on commercial developments along 100 Avenue, 105 Street and 106 Street:

- canopies, awnings and arcades;
- lower portions of the facades should be designed to add variety, interest

and a human scale dimension;

- provide clear glazing along the lower portions of the facade to promote pedestrian interaction and safety; and
- pedestrian oriented streetscape elements - lighting, landscaping and benches.

6. HA (Heritage Area) District

Bylaw 13857, January 13, 2005

1) General Purpose

The purpose of this Zone is to establish a special heritage character Zone, in which the existing concentration of historical resources shall be preserved, rehabilitated and reused, and to ensure new developments are pedestrian friendly and compatible in scale, function, built form and design continuity with the historical, architectural and urban village character of the area.

2) Permitted Uses

a) Apartment Hotels
b) Apartment Housing
c) Boarding and Lodging Houses
d) Business Support Services
e) Commercial Schools
f) Community Recreational Services
g) Convenience Retail Stores
h) Government Services
i) Hotels
j) Household Repair Services
k) Indoor Participant Recreation Services
1) Limited Contractor Services
m) Minor Alcohol Sales
n) Minor Amusement Establishments
o) Minor and Major Home Occupations
p) Minor Eating and Drinking Establishments
q) Personal Service Shops
r) Private and Public Education Services
s) Professional Offices
t) Professional, Financial and Office Support Services
u) Public Libraries and Cultural Exhibits
v) Religious Assembly
w) Row Housing
x) Stacked Row Housing

Bylaw 13857, January 13, 2005

3) Discretionary Uses

a) Auctioneering Establishments
b) Broadcasting and Motion Picture Studios
c) Carnivals
d) Convenience Vehicle Rentals
e) Custom Manufacturing Establishments

f) Flea Market
g) Foster Homes
h) Fraternity and Sorority Housing
i) General Retail Stores
j) Group Homes
k) Health Services
1) Major Eating & Drinking Establishments
m) Major Secondhand Stores
n) Minor Impact Utility Services
o) Minor Secondhand Stores
p) Minor Veterinary Services
q) Non-Accessory Parking
r) Private Clubs
s) Protective and Emergency Services
t) Residential Sales Centre
u) Temporary Shelter Services
v) Warehouse Sales
w) Fascia On-premises Signs
x) Projecting On-premises Signs
y) Temporary On-premises Signs, not including portable Signs

4) Development Regulations

The following regulations shall apply to Permitted and Discretionary Uses.

a) Floor Area Ratio

i) The Maximum Floor Area Ratio north of 102 Avenue shall be 8.0; and
ii) The Maximum Floor Area Ratio south of 102 Avenue shall be 10.0.

b) Maximum Height

i) North of 102 Avenue: 32 m (105 ft.); and
ii) South of 102 Avenue: as established by the Municipal Airport Protection Overlay, Section 810A of the Land Use Bylaw.

c) Building Setbacks

Buildings shall be built to the front and side property lines. The Development Officer, in consultation with the Heritage Officer, may allow building setbacks up to 2.5 m (8.2 ft.) to accommodate street related activities such as sidewalk cafes, architectural features and landscaping that contribute to the historical character of the area. The Development Officer may allow a building setback of 3 m (9.8 ft.) for residential buildings. (The required outdoor Amenity Area can be within the 3 m (9.8 ft.) building setback).

d) Parking Spaces

Parking shall be in accordance with Section 66 of the Land Use Bylaw.

Existing parking on site shall remain and additional parking will not be required when older and historical buildings are being rehabilitated or converted to residential uses.

e) Vehicular Access

Vehicular access to properties shall be from the abutting rear lanes to maintain uninterrupted breaks in the street facade and strengthen the historical character of the area.

Bylaw 13857, January 13, 2005

f) Amenity Area

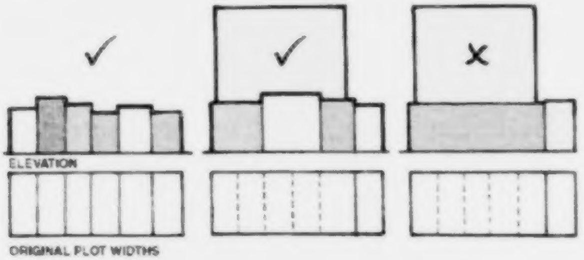
i) A minimum Amenity Area of 4% of the non-residential gross floor area shall be provided and such Amenity Area shall be exempted from floor area calculations to a maximum of 10% of the gross floor area of the development. Such amenity areas may include courtyards, interior landscaped open space, arcades, plazas, atriums and seating areas;
ii) Non-residential buildings of less than 1394m2 (15,000 sq. ft.) will not be required to provide the 4% amenity area;
iii) Amenity area for Apartment Housing shall not be required.

Bylaw 13857 January 13, 2005

g) Design Regulation:

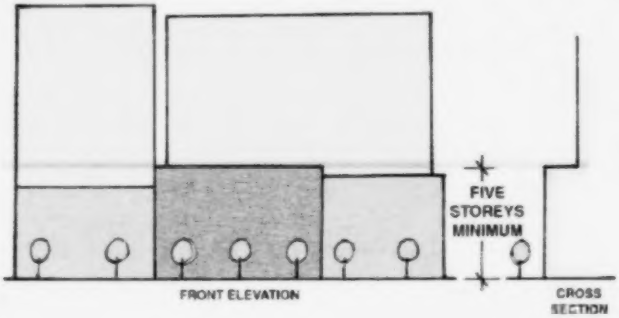
i) New buildings or additions shall recognize the scale, architecture and the built form of the existing historical structures within the general area, particularly those on the same block face. Developments on larger consolidated parcels should break up their façades facing public roadways to be reflective of the original plot widths or widths of the surrounding historic warehouses.

Explanatory Note
Buildings that are designed with regard for, or to recognize, the scale, architecture and general characteristics of the surrounding built form - so that they fit into the physical landscape around them - contribute to the overall good urban design of the community. The following graphic representation provides a possible conceptual application of this regulation for interpretive purposes.



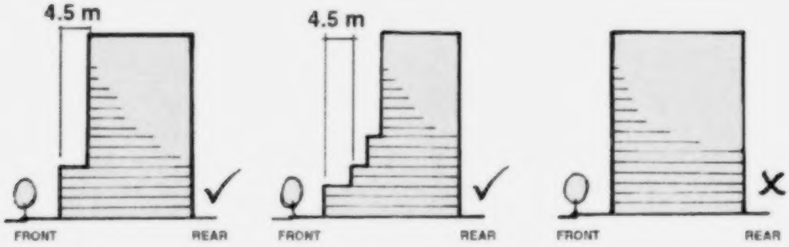
ii) Other than those properties facing onto Jasper Avenue, any front elevation abutting a public roadway other than a lane shall be no greater than 5 Storeys or 20.0 m in Height. Any portion of the building Height greater than this shall be stepped back from the property line. Any buildings taller than 5 Storeys shall have a minimum of 3 Storeys where the building façade is built to the property line abutting the street. The Development Officer may allow a greater building Height and number of podium Storeys for the podium provided that the Height fits contextually with adjacent buildings.

Explanatory Note
The characteristic height of buildings throughout the area subject to the (HA) Heritage Area Zone regulations is four to five storeys. The following graphic representation provides a possible conceptual application of this regulation for interpretive purposes.



iii) Any portion of a building exceeding a Height of 20.0 m and 5 Storeys shall be set back 4.5 m where the building faces out onto a public roadway, other than a lane.

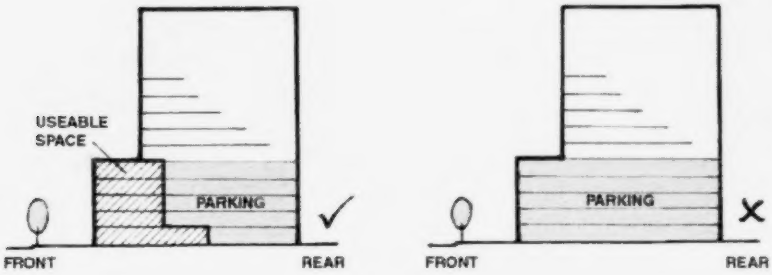
Explanatory Note
A 4.5 m setback between the front of the building and upper building storeys is a common technique used to reduce the perceived mass of a building and promote the pedestrian scale of the street. The following graphic representation provides a possible conceptual application of this regulation for interpretive purposes.



iv) No portion of an above Grade Parking Garage on the ground (first) floor shall be allowed for a minimum depth of 10.0 m from any building façade facing a public roadway, other than a lane.

v) No portion of an above Grade Parking Garage above the ground (first) floor up to 5 Storeys shall be allowed for a minimum depth of 6.0 m from any building façade facing a public roadway, other than a lane.

Explanatory Note
Community identity, stability of ownership, and residential character all require that a relationship be developed between residents, businesses, and the neighbourhood. Minimum setbacks for useable space, separating above-ground parking from the front of a building, provides an opportunity for a range of building uses that bind people more fully to the community and thereby contribute to the character and identity of an area. The following graphic representation provides a possible conceptual application of these regulations [iv) and v)] for interpretive purposes.



vi) At least 80% of the floor elevation of the ground (first) floor shall be no higher than 1.0 m above the mean Grade of the adjacent public sidewalk or public park, at the property line.

vii) Balconies shall not be allowed within the first 5 Storeys of a building on those portions of the building facing a public roadway, other than a lane.

Explanatory Note
The building façade is pronounced by not allowing balconies to break up and obscure building features and the building fits in to the surrounding urban fabric. The following graphic representation provides a possible conceptual application of this regulation for interpretive purposes.

Bylaw 13857, January 13, 2005

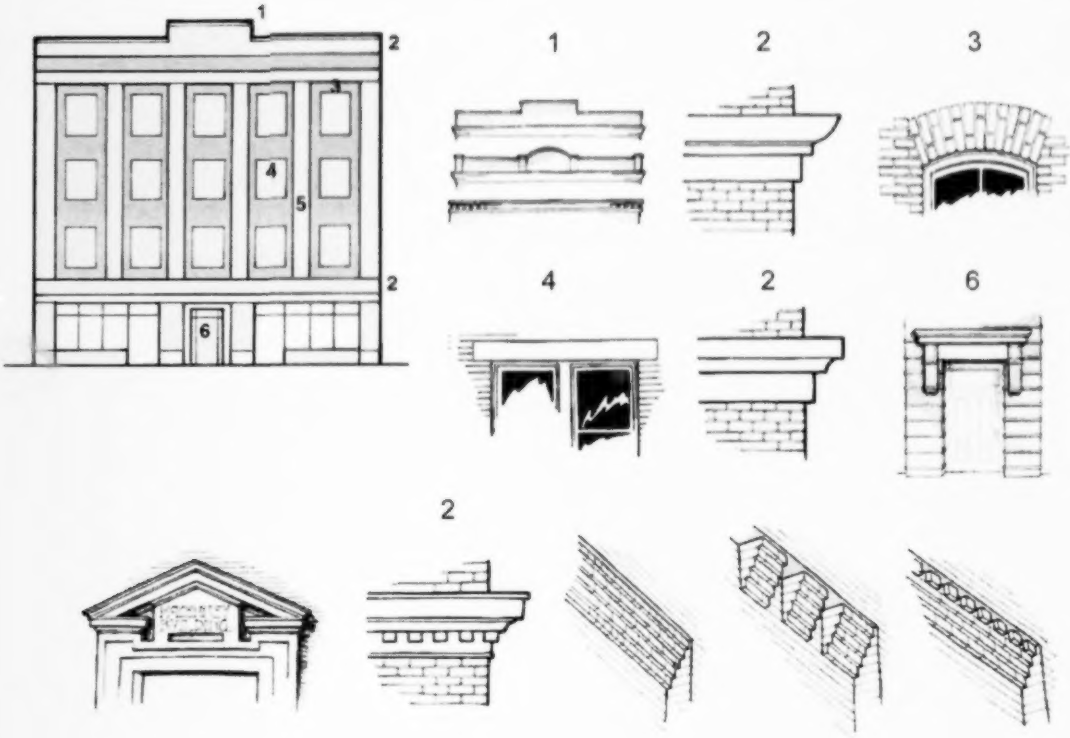
h) Architectural Treatment:

The building shall include the following design elements to reduce the perceived mass and add architectural interest. These requirements shall apply consistently to all building façades within the first 5 Storeys or 20.0 m that face a public roadway, other than a lane:

i) All exposed building façades shall be architecturally treated to create a unified building exterior.

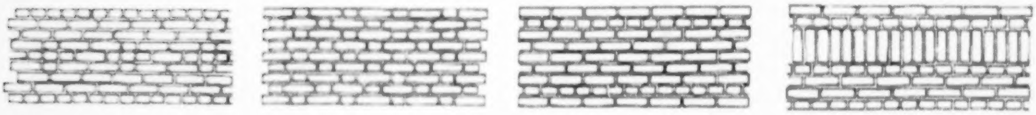
ii) Building façades shall incorporate architectural design details or features that recognize the heritage character area.

Explanatory Note
Architectural detailing includes such features as those shown below. The following graphic representations provide possible conceptual applications of this regulation for interpretive purposes.



iii) Brick shall be used as the predominant cladding material (more than 50% of the exterior cladding excluding windows and entrances) within the first 5 Storeys or 20.0 m of a new building.

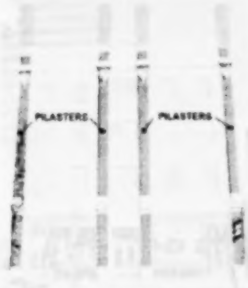
Explanatory Note
Brick is a high quality building material that creates a range of texture and pattern that helps add architectural interest to a building. Different configurations of brick work are employed to add unique character to buildings. The following graphic representations provide possible conceptual applications of this regulation for interpretive purposes.



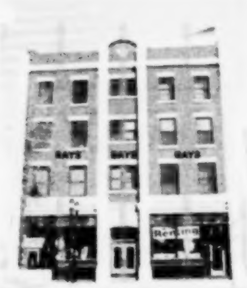
iv) A minimum of 50% of the ground floor level portion of the façade abutting a public roadway, other than a lane, shall be comprised of clear, non-reflective glazing.

v) The architectural treatment of the building up to the first 5 Storeys or 20.0 m shall adhere to the general alignment of the horizontal elements and vertical elements of the adjacent buildings along the same block face.

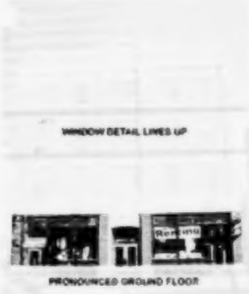
Explanatory Note
Horizontal and vertical building elements combine to create rhythm to the street and interest in the built form. The following graphic representations provide possible conceptual applications of this regulation for interpretive purposes.



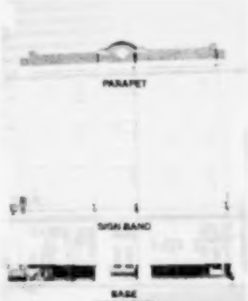
EXAMPLE
VERTICAL INFLUENCES



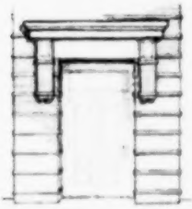
EXAMPLE
VERTICAL INFLUENCES

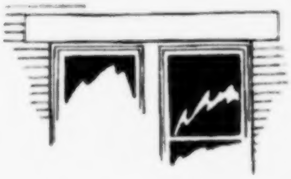


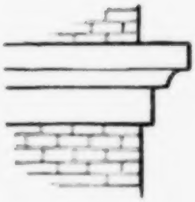
EXAMPLE
HORIZONTAL INFLUENCES



EXAMPLE
HORIZONTAL INFLUENCES







vi) All new buildings shall establish a unique building architecture that recognizes the historic character of the area but is not a duplication of surrounding buildings subject to the (HA) Heritage Area Zone regulations.

5) Additional Regulations for Specific Uses

a) Non-accessory surface parking lots shall provide a minimum 2m (6.6ft.) landscaped setback from any property line abutting a public roadway and lane in addition to the landscaping requirements as per Section 69 of the Land Use Bylaw to the satisfaction of the Development Officer.

b) The storage of materials and the piling of snow on non-accessory parking surface lots shall be in a location away from the public roadway to improve safety and visibility to the satisfaction of the Development Officer.

c) The lighting for the non-accessory surface parking lots shall be a minimum of 6 LUX.

d) Notwithstanding the requirements of Sub-section 4 (a), Residential Use Class and Hotels shall be allowed an additional F.A.R. of 4.0. In cases where additional density has been granted, the Development Officer shall ensure that new developments fit within the urban context of the area and that adverse environmental impacts (sun shadow and wind impacts) are minimized.

Bylaw 13857
January 13, 2005

7. EZ (Enterprise Zone) District

1) General Purpose

To establish an "Open for Business" Enterprise Zone that accommodates a diversity of mixed uses, including residential, commercial, institutional, light manufacturing and assembly in a safe, walkable, human-scale built environment that builds on the existing land use pattern and respects the architectural characteristics and functions of the Warehouse District.

2) Permitted Uses

a) Apartment Hotels
b) Apartment Housing
c) Boarding and Lodging Houses
d) Broadcasting and Motion Picture Studios
e) Business Support Services
f) Child Care Services
g) Commercial Schools
h) Community Recreation Services
i) Convenience Retail Stores
j) Custom Manufacturing Establishments
k) Foster Homes
l) General Retail Stores
m) Government Services
n) Hotels
o) Household Repair Services
p) Indoor Participant Recreation Services

q) Limited Contractor Services
r) Major and Minor Alcohol Sales
s) Major and Minor Amusement Establishments
t) Major and Minor Home Occupations
u) Minor Eating and Drinking Establishments
v) Minor Veterinary Services
w) Natural Science Exhibits
x) Personal Service Shops
y) Professional Offices
z) Professional, Financial and Office Support Services
aa) Public and Private Education Services
bb) Public Libraries and Cultural Exhibits
cc) Religious Assembly
dd) Residential Sales Centre
ee) Row Housing
ff) Stacked Row Housing

3) Discretionary Uses

a) Auctioneering Establishments
b) Automotive & Equipment Repair Shops
c) Automotive & minor Recreation Vehicle Sales/Rentals
d) Carnivals
e) Casinos and Other Gaming Establishments
f) Convenience Vehicle Rentals
g) Cremation and Interment Services
h) Equipment Rentals
i) Exhibition and Convention Facilities
j) Flea Market
k) Fleet Services
1) Funeral Services
m) Gas Bars
n) Greenhouses and Plant Nurseries
o) Health Services
p) Major Eating and Drinking Establishments
q) Major Secondhand Stores
r) Minor Impact Utility Services
s) Minor Secondhand Stores
t) Minor Service Stations
u) Mobile Food Catering Services
v) Motels
w) Non-accessory Parking
x) Outdoor Amusement Establishments
y) Outdoor Participant Recreation Services
z) Private Clubs
aa) Rapid Drive-through Vehicle Services
bb) Recycled Materials Drop-off Centre

cc) Recycling Depots
dd) Spectator Entertainment Establishment Establishments
ee) Spectator Sport Establishments
ff) Temporary Shelter Services
gg) Warehouse Sales

4) Development Regulations

The following regulations shall apply to Permitted and Discretionary Uses.

a) Floor Area Ratio
  i) The maximum Floor Area Ratio shall be 6.0.

b) Residential Density
  i) The maximum density shall be 500 dwellings/ha (202dwellings/ac.).

c) Maximum Height
  i) As established by the Municipal Airport Protection Overlay, Section 810A of the Land Use Bylaw.

d) Building Setback

  i) Where existing non-residential buildings create a consistent setback on the block, that setback should be respected with new development neither projecting in front nor creating a gap in the established building line, except that buildings fronting onto 109 Street and on the south side of 104 Avenue shall provide a continuous setback of 1.5 m (4.9 ft.); and
  ii) Residential buildings fronting onto all streets and avenues shall provide a setback of 3 m (9.8 ft.). (The required Private Outdoor Amenity Area can be within the 3 m (9.8 ft.) building setback).

e) Parking Spaces

Parking shall be in accordance to Section 66 of the Land Use Bylaw. Existing parking shall remain and additional parking requirements will not be required when older and historical buildings are being rehabilitated or converted to residential uses.

f) Vehicular Access

Vehicular access to properties shall be from the abutting rear lanes to maintain uninterrupted breaks in the street facade and strengthen the historical character of the area.

g) Amenity Area

  i) Amenity area shall not be provided for non-residential gross floor area;
  ii) Amenity area for Apartment Housing shall not be provided;
  iii) Minimum Private Outdoor Amenity Area of 15 m^2 (161.5 sq. ft.) per Dwelling for Dwellings any part of which is contained in the lowest storey, and 7.5 m^2 (80.7 sq. ft.) per Dwelling for Dwellings no part of which is contained in the lowest storey; and

iv) Neither the width nor the length of any Private Outdoor Amenity Area shall be less than 3 m (9.8 ft.), except that if it is provided above the first storey the minimum dimensions shall be 2 m (6.6 ft.).

5) Additional Regulations for Specific Uses

a) Non-accessory surface parking lots shall not be permitted adjacent to 104 Avenue and 109 Street.

b) Non-accessory surface parking lots shall provide a minimum 2m (6.6 ft.) landscaped setback from any property line abutting a public roadway and lane in addition to the landscaping requirements as per Section 69 of the Land Use Bylaw to the satisfaction of the Development Officer.

c) The storage of materials and the piling of snow on non-accessory parking surface lots shall be in a location away from the public roadway to improve safety and visibility to the satisfaction of the Development Officer.

d) The lighting for the non-accessory surface parking lots shall be a minimum of 6 LUX.

e) Notwithstanding the requirements of Sub-section 4 (a), Residential Use Class and Hotels shall be allowed an additional F.A.R. of 4.0. In cases where additional density has been granted, the Development Officer shall ensure that new developments fit within the urban context of the area and that adverse environmental impacts (sun shadow and wind impacts) are minimized.

f) The following regulations shall apply to Automotive and Minor Recreational Vehicle Sales/Rentals and Convenience Vehicle Rentals developments.
   i) the maximum site area for a business shall be 2 000 m^2 (21,527.80 sq. ft.);
   ii) servicing and repair operations shall be permitted only as Accessory Uses;
   iii) all storage, display or parking areas shall be hard surfaced in accordance with Section 67.3 of this Bylaw;
   iv) all outdoor display areas which abut a Residential District or a lane serving a Residential District shall be obscured from direct view by providing a visual screen at least 1.8 m (6 ft.) in height in accordance with the provisions of Section 69.3, Clause (4) of this Bylaw; and
   v) lighting for the display area shall be mounted on lamp standards and no exposed bulbs or strings of lights shall be used.

6) Development Guidelines

The Development Officer shall encourage the application of the following development guidelines to all developments within this District.

a) Urban Character
   i) The general intent is to transform the Warehouse District into an urban neighbourhood which respects the character of existing historical and

older buildings and offers a diversity of mixed uses and building types to intensify the work/ live situation in a pedestrian-oriented, safe environment.

- ii) New non-residential buildings should be compatible with the existing warehouse architecture. Low to medium rise buildings, built to the property line with ground floor retail and service uses will be allowed.
- iii) Commercial mixed-use development, with an emphasis on at-grade retailing and service uses should be featured along 104 Avenue and 109 Street. High quality, medium intensity commercial and residential developments will be designed to integrate with a multi-use corridor (referred to as an "civic space corridor" in the CP Lands Master Plan).
- iv) Housing in the form of townhouse, row house, stacked townhouse and low-rise apartments will be allowed as stand alone or as mixed use projects anywhere in the District. Buildings should be arranged to create new urban spaces that addresses the street or avenues, as well as the lane, or to focus on the neighbourhood centre or open spaces.

b) Street Level Architecture

- i) Primary emphasis should be placed on design elements and facade improvements, particularly to the first and second levels of buildings to create a pedestrian friendly environment. Lower floors should be strongly articulated to add variety, interest and a human scale dimension.

8. CCA (Core Commercial Arts) District

1) General Purpose

To provide a District for a variety of high density and quality development that accommodates office, retail, service, institutional, residential, arts and entertainment uses to meet the land use objectives for the Commercial Cultural Core. The intent is to further strengthen the Downtown's central area by providing continuous retail at grade, enhancing arts and entertainment activities, accommodating residential uses and making the Core more pedestrian friendly.

2) Permitted Uses

- a) Apartment Housing
- b) Apartment Hotels
- c) Auctioneering Establishments
- d) Broadcasting and Motion Picture Studios
- e) Business Support Services
- f) Child Care Services
- g) Commercial Schools
- h) Limited Contractor Services
- i) Convenience Retail Stores
- j) General Retail Stores
- k) Health Services

l) Hotels
m) Minor Amusement Establishments
n) Minor Home Occupations
o) Minor and Major Alcohol Sales
p) Minor and Major Eating and Drinking Establishments
q) Personal Service Shops
r) Professional, Financial and Office Support Services
s) Professional Offices
t) Government Services
u) Community Recreational Services
v) Indoor Participant Recreation Services
w) Private and Public Education Services
x) Private Clubs
y) Public Libraries and Cultural Exhibits
z) Religious Assembly

3) **Discretionary Uses**
a) Automotive & Minor Recreation Vehicle Sales /Rentals
b) Carnivals
c) Casinos and Other Gaming Establishments
d) Convenience Vehicle Rentals
e) Custom Manufacturing Establishments
f) Exhibition and Convention Facilities
g) Extended Medical Treatment Services
h) Fleet Services
i) Funeral Services
j) Major Secondhand Stores
k) Minor Impact Utility Services
l) Minor Secondhand Stores
m) Minor Veterinary Services
n) Mobile Food Catering Services
o) Motels
p) Natural Science Exhibits
q) Non-accessory Parking
r) Protective & Emergency Services
s) Recycled Materials Drop-off Centre
t) Residential Sales Centre
u) Warehouse Sales

4) **Development Regulations**

The following regulations shall apply to Permitted and Discretionary Uses.

a) Floor Area Ratio
i) The maximum FAR East of 100 Street shall be 8.0;
ii) The maximum FAR west of 100 Street shall be 12.0; and
iii) The maximum FAR shall be 13.1 for the area bounded on the east by 100

Street, on the north by Jasper Avenue, on the south by Macdonald Drive and on the west by the north/south lane and pedestrian walkway.

b) Height
i) The maximum Height shall not exceed that established by the Municipal Airport Protection Overlay, Section 810A of the Land Use Bylaw.

c) Building Setback
i) Buildings shall be built to the front property line, except for a setback of 1.5m (4.9 ft) along 104 Avenue;
ii) The Development Officer may, using discretion, allow setbacks up to 4.5m (14.8 ft) to accommodate courtyards, colonnades, arcades or plazas, or to maintain established building setbacks along the street in keeping with established street themes.

d) Street Frontage
At least 65% of at grade street frontage on Shopping and Pedestrian oriented streets identified in Section 910.8(6)(b)(i)(ii) shall be developed for retail, services and other commercial uses to provide for retail continuity.

e) Weather protection
Weather protection in the form of a canopy of at least 2 m (6.56 ft.) wide, or any other method suitable to the architectural style of the building or street theme shall be provided one storey above sidewalk level.

f) Parking
Parking shall be in accordance to Section 66 of the Land Use Bylaw.
i) Existing parking shall remain and additional parking will not be required for conversions to residential uses.
ii) Properties adjacent to Jasper Avenue, 102 Avenue, 99 Street, 100 and 101 Streets in the Core Commercial Arts District shall not be developed for non-accessory surface parking. Parkades may be allowed at the discretion of the Development Officer, if uses, other than parking, are provided fronting onto the streets identified above.

g) Vehicular Access
i) Shall preferably be from the adjacent rear lanes. Shared access will be encouraged to minimise curb cuts when access is allowed from the street frontage.

h) Amenity Area
i) A minimum Amenity Area of 4% of the non-residential gross floor area shall be provided and such Amenity Area shall be exempted from floor area calculations to a maximum of 10% of the gross floor area of the development. Such amenity areas may include courtyards, interior landscaped open space, arcades, plazas, atriums and seating areas;

ii) Non-residential buildings of less than 1394m^2 (15,000 sq. ft.) will not provide the 4% amenity area;
iii) Amenity area for Apartment Housing shall not be provided.

5) Additional Regulations for Specific Uses

a) Non-accessory surface parking lots shall provide a minimum 2m (6.6 ft.) landscaped setback from any property line abutting a public roadway and lane in addition to the landscaping requirements as per Section 69 of the Land Use Bylaw to the satisfaction of the Development Officer.

b) The storage of materials and the piling of snow on non-accessory parking surface lots shall be in a location away from the public roadway to improve safety and visibility to the satisfaction of the Development Officer.

c) The lighting for the non-accessory surface parking lots shall be a minimum of 6 LUX.

d) Notwithstanding the requirements of Sub-section 4 (a), Residential Use Class and Hotels shall be allowed an additional F.A.R. of 4.0. In cases where additional density has been granted, the Development Officer shall ensure that new developments fit within the urban context of the area and that adverse environmental impacts (sun shadow and wind impacts) are minimized.

e) The following regulations shall apply to Automotive and Minor Recreational Vehicle Sales/Rentals and Convenience Vehicle Rentals developments.
   i) there shall be no servicing and repair operations; and
   ii) all sales, display and storage shall be contained within the building.

6) Development Guidelines

The Development Officer shall encourage the application of the following development guidelines to all developments within this District.

a) Urban Character and Built Form
   i) Developments should continue to project a dense concentration of high-rise office towers, hotels, shopping centres and retail establishments connected by a system of pedestrian linkages, urban parks and open spaces interspersed with lower scale, retail oriented commercial, historic and institutional buildings in a compact, highly visible pedestrian friendly core.
   ii) Developments should strengthen the cultural, economic and entertainment functions of the area and should be integrated with the Commercial Core through specific streetscape improvements and pedway connections to enhance the district as a people's place.
   iii) Buildings and street furnishings should project a strong commercial office core visibly expressed in engineering and architectural works. Physical

improvements adjacent to or being part of government, arts and cultural buildings; and private developments abutting public spaces should provide appropriate uses, amenities, art and sculptures and architectural features to create a strong sense of place.

iv) Point towers, podium plus towers and lower scaled structures should provide for weather protection at street level and solar access to sidewalks and public open spaces, where practical.

v) Infill developments should ensure buildings are built to the property line and accommodate approved pedway connections and linkages to LRT entrances.

b) Street Level Architecture

i) Development along pedestrian oriented shopping streets (Jasper Avenue, 102 Avenue, 101 Street, 100 Street, 99 Street and Rice Howard Way) and areas should provide architectural features, public open spaces, plazas, landscaping weather protection devices, multiple and varied entrances, pedestrian scaled lighting, linkages and inviting entrances at street level to enhance the character of the streets and support a lively pedestrian shopping environment.

ii) Buildings should generally be built to property lines, unless otherwise indicated in the regulations of this District, and should be designed in a consistent manner, preferably with entrances at corner sites.

9. CMU (Commercial Mixed Use) District

1) General Purpose

To provide a District for medium intensity development that accommodates a mix of predominantly commercial, office, institutional and business uses as a secondary office commercial area while emphasizing retail activities, entertainment and service uses at grade; to accommodate the existing commercial development west of 109 Street; and to allow conversion to residential and related uses.

2) Permitted Uses

a) Apartment Hotels
b) Apartment Housing
c) Business Support Services
d) Child Care Services
e) Commercial Schools
f) Community Recreational Services
g) Convenience Retail Stores
h) General Retail Stores
i) Government Services
j) Health Services
k) Hotels
l) Indoor Participant Recreation Services
m) Limited Contractor Services

n) Major and Minor Alcohol Sales
o) Major and Minor Eating and Drinking Establishments
p) Minor Amusement Establishments
q) Personal Service Shops
r) Private and Public Education Services
s) Private Clubs
t) Professional Offices
u) Professional, Financial and Office Support Services
v) Public Libraries and Cultural Exhibits
w) Religious Assembly
x) Spectator Entertainment Establishments

3) Discretionary Uses

a) Auctioneering Establishments
b) Broadcasting & Motion Picture Studios
c) Carnivals
d) Casinos and Other Gaming Establishments
e) Convenience Vehicle Rentals
f) Custom Manufacturing Establishments
g) Equipment Rentals
h) Fleet Services
i) Funeral Services
j) Minor Impact Utility Services
k) Minor Service Stations
1) Minor Secondhand Stores
m) Mobile Food Catering Services
n) Non-accessory Parking
o) Outdoor Amusement Establishments
p) Outdoor Participant Recreation Services
q) Protective and Emergency Services
r) Residential Sales Centre
s) Spectator Sport Establishments

4) Development Regulations

The following regulations shall apply to Permitted and Discretionary uses.

a) Floor Area Ratio
  i) The maximum FAR east of 109 Street shall be 10.0; and
  ii) The maximum FAR west of 109 Street shall be 4.0.
b) Height
  i) East of 109 Street: 45m (147.6 ft.); and
  ii) West of 109 Street: 20m (65.6 ft.).
c) Building Setback
  i) Buildings shall be built to the front property line, except for a setback of 1.5m (4.9ft) along 104 Street and 109 street. A setback of 3.Om (9.8ft) along 105 Street, 99 Avenue and 100 Avenue.

ii) The Development Officer may, at his discretion, allow setbacks up to 4.5m (14.8 ft.) to accommodate courtyards, colonnades, arcades or plazas, or to maintain established building setbacks along the street in keeping with established street themes.

d) Parking spaces
Parking shall be in accordance to Section 66 of the Land Use Bylaw.
Existing parking shall remain and additional parking will not be required for conversions to residential uses.

e) Vehicular Access
Access to buildings, entrances, service areas and parking facilities should preferably be from the rear lanes, except for emergency vehicles and handy-bus services which may be allowed at the discretion of the Development Officer in consultation with the Transportation and Streets Department.

f) Amenity Area
i) A minimum Amenity Area of 4% of the non-residential gross floor area shall be provided and such Amenity Area shall be exempted from floor area calculations to a maximum of 10% of the gross floor area of the development. Such amenity areas may include courtyards, interior landscaped open space, arcades, plazas, atriums and seating areas;
ii) Non-residential buildings of less than 1394m^2 (15,000 sq. ft.) will not provide the 4% amenity area; and
iii) Amenity area for Apartment Housing shall not be provided.

5) Additional Regulations for Specific Uses

a) Non-accessory surface parking lots shall provide a minimum 2m (6.6 ft.) landscaped setback from any property line abutting a public roadway and lane in addition to the landscaping requirements as per Section 69 of the Land Use Bylaw to the satisfaction of the Development Officer.

b) The storage of materials and the piling of snow on non-accessory parking surface lots shall be in a location away from the public roadway to improve safety and visibility to the satisfaction of the Development Officer.

c) The lighting for the non-accessory surface parking lots shall be a minimum of 6 LUX.

d) Notwithstanding the requirements of Sub-section 4 (a), Residential Use Class and Hotels shall be allowed an additional F.A.R. of 4.0. In cases where additional density has been granted, the Development Officer shall ensure that new developments fit within the urban context of the area and that adverse environmental impacts (sun shadow and wind impacts) are minimized.

e) The following regulations shall apply to Convenience Vehicle Rentals developments.
  i) there shall be no servicing and repair operations; and
  ii) all storage and display shall be contained within the building.

6) Development Guidelines

The Development Officer shall encourage the application of the following development guidelines to all developments within this District.

a) Urban Character and Built Form
  i) Developments in this area should continue to accommodate specialty office commercial uses with medium to high density mixed-use residential and office commercial buildings, built to property lines that abut public roadways.
  ii) The primary intent is to refurbish and enhance the existing commercial developments on the west side of 109 Street, and to encourage infill redevelopment that maintains the low rise character of existing buildings. Two to five storeys commercial and/or mixed use buildings with continuous retail or service oriented commercial uses at grade will be encouraged.
  iii) Developments along the east side of 109 Street should accommodate new and retrofitted buildings should reflect the medium to high density, high quality office and commercial buildings prevalent in the area.
  iv) As a route to the Alberta Legislature, development along 108 street should support the building style and streetscape ambiance established by the Provincial Legislature and existing office buildings. Developments should harmonize with the streetscape design elements of 108 Street Capital Boulevard.

b) Street Level Architecture
  i) Facade improvements should complement the landscaped boulevard treatment envisioned for 109 Street.
  ii) Developments should incorporate street related commercial uses and architectural features, to strengthen the image of the businesses along the street. Such elements may include:
    - multiple and varied street entrances;
    - canopies, awnings and atriums;
    - lower floors designed to add variety, interest and a human scale dimension; and
    - provide clear glazing along the lower portions of the facade to promote pedestrian interaction and safety.

10. MSC (Main Street Commercial) District

1) General Purpose

To provide a District which accommodates at-grade, predominantly retail commercial, office and service uses suitable for the Downtown's Main Street-Jasper

Avenue, to ensure that infill developments and the retrofitting and preservation of historical and older buildings incorporate human scale design characteristics to enhance a revitalized, dynamic main street atmosphere.

2) **Permitted Uses**

a) Apartment Hotels
b) Apartment Housing
c) Broadcasting and Motion Picture Studios
d) Business Support Services
e) Child Care Services
f) Commercial Schools
g) Community Recreation Services
h) Convenience Retail Stores
i) General Retail Stores
j) Government Services
k) Health Services
1) Hotels
m) Indoor Participant Services
n) Major and Minor Alcohol Sales
o) Major and Minor Amusement Establishments
p) Major and Minor Eating and Drinking Establishments
q) Minor Veterinary Services
r) Personal Service Shops
s) Private Clubs
t) Professional Offices
u) Professional, Financial and Office Support Services
v) Public and Private Education Services
w) Public Libraries and Cultural Exhibits
x) Religious Assembly
y) Spectator Entertainment Establishments

3) **Discretionary Uses**

a) Auctioneering Establishments
b) Automotive & Minor Recreation Vehicle Sales/Rentals
c) Boarding and Lodging Houses
d) Carnivals
e) Convenience Vehicle Rentals
f) Custom Manufacturing Establishments
g) Equipment Rentals
h) Household Repair Services
i) Limited Contractor Services
j) Major Secondhand Stores
k) Minor Impact Utility Services
1) Minor Secondhand Stores
m) Mobile Food Catering Services
n) Non-accessory Parking

o) Protective & Emergency Services
p) Residential Sales Centre
q) Warehouse Sales

4) Development Regulations

The following regulations shall apply to Permitted and Discretionary Uses.

a) Floor Area Ratio
i) The maximum floor area ratio shall be 10.0.

b) Height
i) The maximum height shall be 45m (147.5ft).

c) Building Setback
i) Minimum: none required; and
ii) Maximum: 2.Om (6.6ft).

d) Building Frontage
i) The business frontage for establishments located in the lowest storey shall not exceed 10 m (32.8 ft.); and
ii) Buildings fronting onto Jasper Avenue and abutting side streets shall provide at least 65% of at grade street frontage for retail and other commercial and service uses.

e) Parking Spaces
Parking shall be in accordance to Section 66 of the Land Use Bylaw.
i) Existing parking shall remain and additional parking will not be required for conversions to residential uses; and
ii) No site fronting on to Jasper Avenue shall be developed for surface parking;

f) Vehicular Access
Parking and loading access shall be from the rear lanes or side streets to maintain the retail continuity and pedestrian flow along Jasper Avenue. Where this is not possible, parking and service access shall be consolidated and designed to minimize impacts on pedestrians.

g) Weather Protection
Weather protection in the form of a canopy of at least 2 m (6.56 ft.) wide, or any other method suitable to the architectural style of the building or street theme may be provided one storey above sidewalk level.

h) Amenity Area
i) A minimum Amenity Area of 4% of the non-residential gross floor area shall be provided and such Amenity Area shall be exempted from floor area calculations to a maximum of 10% of the gross floor area of the development. Such amenity areas may include courtyards, interior landscaped open space, arcades, plazas, atriums and seating areas;
ii) Non-residential buildings of less than 1394m^2 (15,000 sq. ft.) will not provide the 4% amenity area; and

iii) Amenity area for Apartment Housing shall not be provided.

5) Additional Regulations for Specific Uses

a) Residential or Residential Use Classes shall not be developed in the lowest storey of any mixed-use building. Access to such uses in the same building shall be separate from other non-residential uses.

b) Non-accessory surface parking lots shall provide a minimum 2m (6.6ft) landscaped setback from any property line abutting a public roadway and lane in addition to the landscaping requirements as per Section 69 of the Land Use Bylaw to the satisfaction of the Development Officer.

c) The storage of materials and the piling of snow on non-accessory parking surface lots shall be in a location away from the public roadway to improve safety and visibility to the satisfaction of the Development Officer.

d) The lighting for the non-accessory surface parking lots shall be a minimum of 6 LUX.

e) Notwithstanding the requirements of Sub-section 4 (a), Residential Use Class and Hotels shall be allowed an additional F.A.R. of 4.0. In cases where additional density has been granted, the Development Officer shall ensure that new developments fit within the urban context of the area and that adverse environmental impacts (sun shadow and wind impacts) are minimized.

f) The following regulations shall apply to Automotive and Minor Recreational Vehicle Sales/Rentals and Convenience Vehicle Rentals developments.
i) there shall be no servicing and repair operations; and
ii) all sales, display and storage shall be contained within the building.

6) Development Guidelines

The Development Officer shall encourage the application of the following development guidelines to all developments within this District.

a) Urban Character and Built Form

  i) Jasper Avenue (west) has an ambiance of small scale store fronts and a diversity of commercial uses housed in two to five storied buildings built to property lines. These aspects should be reinforced to create a pedestrian friendly, and lively shopping environment that reflects elements of a linear open mall and an outdoor gallery.

  ii) Infill development and public/private improvements should incorporate design elements which contribute to a dynamic shopping environment and an image of a diverse mix of small store fronts and businesses that will strengthen the economic activities along Downtown's Main Street.

iii) New and renovated developments should be similar in scale and form to the small scale retail-oriented buildings prevalent along this stretch of Jasper Avenue.

iv) Buildings greater than 6 storeys will be allowed in the form of a podium plus tower composition or other configuration that ensures design treatments are compatible with the facades of adjacent, older or historic buildings in the immediate area, to maintain a human scale environment along Jasper Avenue. Development above the third storey should be setback at least 7.5 m (24.6 ft.) from Jasper Avenue to maintain human scaled buildings and allow for solar access at the sidewalk level.

v) Abrupt and excessive differences in scale of adjacent buildings should be minimized by transitional building treatments.

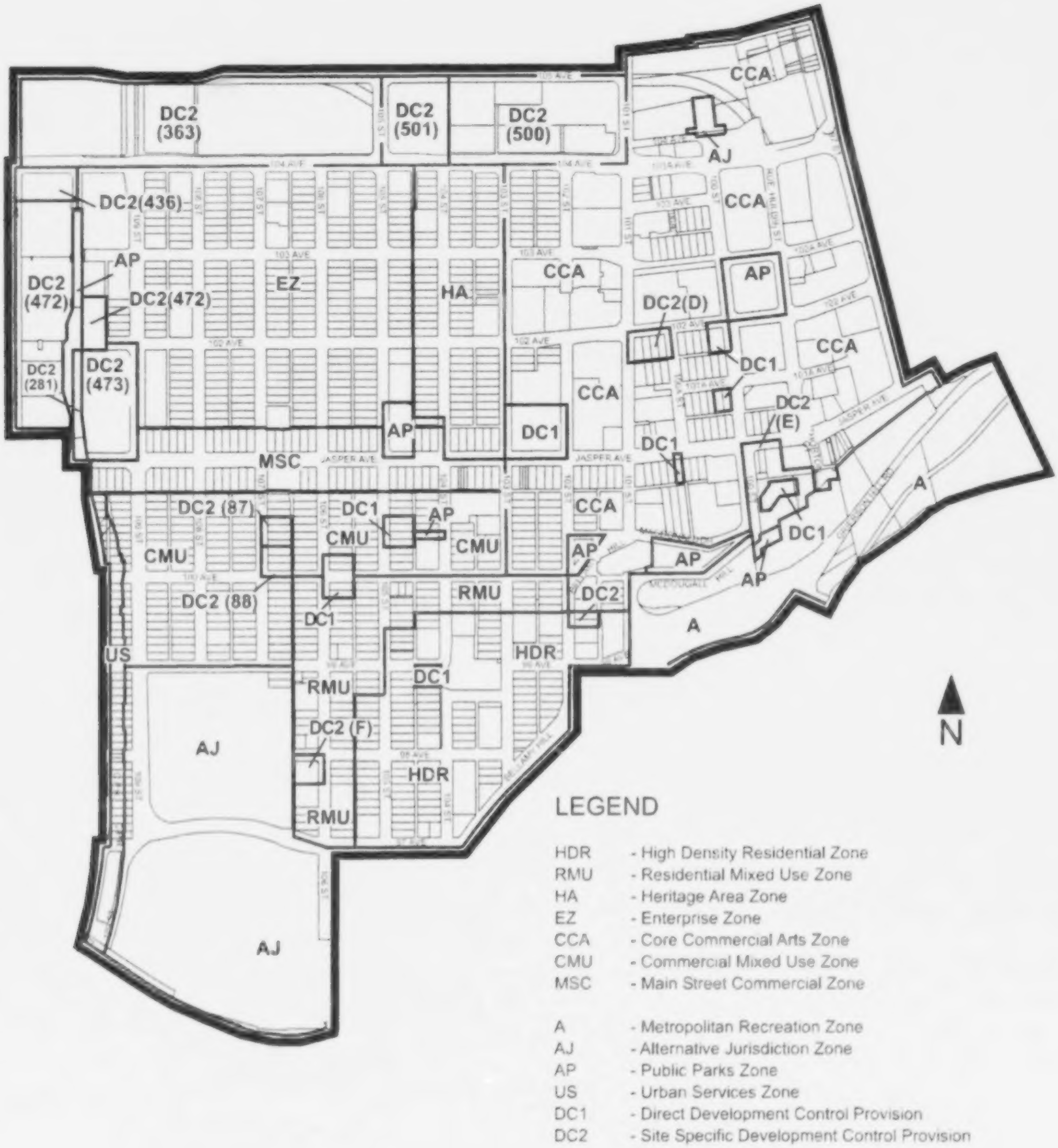
b) Street Level Architecture

i) Primary emphasis should be placed on design elements and facade improvements, particularly to the first and second levels of buildings, to create a pedestrian friendly environment. Buildings on corner sites should address both the street and the avenue.

ii) New and renovated developments should incorporate the following architectural and urban design elements:
- multiple and varied street entrances providing direct access to the sidewalk;
- provide clear glazing along the lower portions of the facade to promote pedestrian interaction and safety;
- compatibility with adjacent streetscape furniture elements, LRT entrances, bus stops/shelters and construction materials;
- minimize differences in grade at street level to reduce street-wall impact; and
- canopies, awnings and arcades, where practical

Enclosure I *(Bylaw 12931, January 15, 2002)*

Proposed Land Use Zones



LEGEND

HDR	- High Density Residential Zone
RMU	- Residential Mixed Use Zone
HA	- Heritage Area Zone
EZ	- Enterprise Zone
CCA	- Core Commercial Arts Zone
CMU	- Commercial Mixed Use Zone
MSC	- Main Street Commercial Zone
A	- Metropolitan Recreation Zone
AJ	- Alternative Jurisdiction Zone
AP	- Public Parks Zone
US	- Urban Services Zone
DC1	- Direct Development Control Provision
DC2	- Site Specific Development Control Provision

Enclosure II

Glossary of Terms

Amenity Area means:

a) with respect to Residential Use Classes, space provided for the active or passive recreation and enjoyment of the occupants of a residential development, which may be for private or communal use and owned individually or in common, subject to the regulations of this Bylaw; and

b) with respect to non-residential Use Classes, space provided for the active or passive recreation and enjoyment of the public, during the hours which the development is open to the public, which shall be owned and maintained by the owners of the development, subject to the regulations of this Bylaw.

Apartment Housing means development consisting of one or more Dwellings contained within a building in which the Dwellings are arranged in any horizontal or vertical configuration, which does not conform to the definition of any other Residential Use Class.

Blank Walls means exterior walls containing no windows, doors or other similar openings.

Built Form refers to the architectural design of a building in terms of the arrangement of mass and open space to form the scale of a building relative to other buildings and the street.

Conversion means a change in use of land or a building or an act done in relation to land or a building that results, or is likely to result, in a change in the use of such land or building without involving major structural alterations.

Discretionary Uses means those uses of land, buildings or structures for which permits may be issued only at the discretion of the Development Officer.

Facade refers to the exterior portion of a building that faces onto the street or public open space.

Floor Area Ratio (F.A.R.) means the numerical value of the gross floor area of the building or structure located upon a lot or building site, excluding: (a) basement areas used exclusively for storage or service to the building, (b) parking areas below grade, (c) walkways required by the Development Officer, and (d) floor areas devoted exclusively to mechanical or electrical equipment servicing the development, divided by the area of the site.

Frontage means, where used with reference to **residential** development, the lineal distance measured along the Front Lot Line; and where used with reference to **non-residential** development, the length of the property line of any side of a separate business development which is parallel to, and abuts, a public roadway, not including a lane, which is directly accessible from the development. **The frontage of an individual business** premise in a multiple occupancy business development shall be considered as the total width of the bays occupied by that business which have exposure parallel to any frontage of the multiple occupancy business development.

Front Lot Line means the property line separating a lot from an abutting public roadway other than a lane. In the case of a Corner Lot, the Front Line is the shorter of the property lines abutting a public roadway, other than a lane.

Grade means the average level of finished grade calculated at the perimeter of a site, as determined by the Development Officer.

Infill means to sympathetically construct a new building on a cleared or vacant site that respects the architectural form and proportions of adjacent properties.

Mixed-use Developments are buildings or developments accommodating more than one type of land use on the same parcel of land.

Pedestrian Way (or Pedway) means a right-of-way primarily intended for pedestrian traffic, located at, above or below grade which may or may not connect or pass through buildings.

Scintillating Lights means a group of lights electronically controlled to blink on and off at random so as to give the effect of twinkling lights.

Separation Space means open space around Dwellings separating them from adjacent buildings or activities, and providing daylight, ventilation, and privacy. Separation Space is not a Yard.

Setback means the distance that a development or a specified portion of it, must be set back from a property line. A Setback is not a Yard, Amenity Space, or Separation Space.

Sign (or Signage) means any visual medium, including its structure and other component parts, illuminated or not illuminated, which is used or capable of being used, on a permanent or temporary basis, to identify or convey information, or to advertise or attract attention to a product, service, place, activity, person, institution or business. Signs shall include banners, placards, and painted messages, but not national flags, interior window displays of merchandise, or signs painted on or attached to a motor vehicle intended for use on a public roadway.

Site means an area of land consisting of one or more abutting lots.

Street Edge is defined by buildings, landscaping, and other elements that meet the sidewal.

Streetscape refers to the combination of features which make up the various elements of the public street, include the edge of the public environment-curb, pavement, boulevard, light fixtures, sidewalk materials, grates, benches, waste receptacles, street landscaping and building elevations.

Transparency usually refers to see through doors and windows. In a design sense "transparency" also refers to "a sense to see and interact beyond where the public and private realm meet; to see beyond one space to another.

Use means the purpose or activity for which a piece of land or its buildings are designed, arranged, developed or intended, or for which it is occupied or maintained.

Yard means required open space unoccupied by any portion of a building or structure 1 m (3.28 ft.) or more above grade, unless otherwise permitted in this Bylaw. A Yard is not a Setback, Amenity Area or Separation Space.

Appendix C

CN LAND DEVELOPMENT POLICIES

This appendix outlines the land use policies, objectives and servicing requirements which have been retained from the CN Lands Area Redevelopment Plan Bylaw No. 9171 relating to lands located between 101 Street and 111 Street, and 104 Avenue and 105 Avenue, being part of the former CN Railway lands. These policies and requirements will be used in conjunction with regulations of the Land Use Bylaw to govern the development of these properties now incorporated into the Downtown Plan Area.

1. OBJECTIVES

1.1 To encourage the development of a housing component in proximity to the Downtown.

1.2 To encourage new commercial mixed-use development on the remaining lands which supports and strengthens the Downtown.

1.3 To accommodate and integrate transportation improvements around and through the area.

1.4 To support the development of a substantial park site or sites.

1.5 To ensure compatibility with and minimize negative impacts on adjacent areas.

1.6 To encourage a high level of urban design through the plan area.

2. DEVELOPMENT CONCEPT

2.1 Land Use Policies

Described is the Land Use policies which are proposed for each of the two areas defined within the CN Lands boundaries shown on Map A.

2.1.1 Grant MacEwan Community College Campus

This area accommodates the Grant MacEwan Community College Campus. Land uses will be those associated with a college site including institutional and recreational buildings as well as housing facilities. The site may also contain open space and athletic fields.

2.1.2 CN Land East End

This area will accommodate a variety of business, office, commercial and residential activity incorporating a central park or spine. It is anticipated that a variety of institutional and business service functions will be attracted to this area due to its proximity to the Grant MacEwan Community College Campus and the downtown.

2.2 Urban Design Policies

2.2.1 This section provides policy guidelines to ensure a cohesive, complementary urban design strategy for the entire area.

2.2.2 The area is to serve as a transition in scale from the areas south of 104 Avenue and east of 101 Street to the areas north of 105 Avenue and west of 111 Street.

2.2.3 The Plan will minimize the physical and visual barriers between communities, south of 104 Avenue and north of 105 Avenue.

2.2.4 The section recognizes all streetscape improvement projects proposed by the Downtown, Central McDougall, Queen Mary Park and Oliver Area Redevelopment Plans and by the Program to Improve Downtown Edmonton (PRIDE). The Plan is further committed to integrating these projects and principles into the Plan area and extending these principles to local streets within the Plan area.

2.2.5 New developments along 104 and 105 Avenues should relate to the street, thereby enhancing the street environment for the pedestrian.

2.2.6 This Section will enhance the entrance to downtown on 104 Avenue.

2.2.7 There is to be safe pedestrian access to all parts of the area.

2.2.8 The area will accommodate pedestrian sidewalks along all streets including but not limited to the north side of 104 Avenue, the south side of 105 Avenue, and bike paths on 105 Avenue.

2.2.9 Vehicular access points should be aligned with the existing street pattern wherever possible.

2.2.10 The Plan addresses winter city concepts in its overall planning and design.

2.3 Transportation Policies

2.3.1 104 Avenue

104 Avenue will continue to serve as a major arterial roadway into the Downtown and must accommodate any additional traffic generated by development of the site while maintaining current service levels.

2.3.1.2 104 Avenue will continue to serve as a major arterial roadway into the Downtown and must accommodate any additional traffic generated by development of the site while maintaining current service levels.

2.3.1.3 While roadway widening to a six lane divided arterial with turning lanes is anticipated, this is to be accommodated in stages dependent upon the ultimate site development. Appropriate land for widening to accommodate roadway requirements will be required.

2.3.1.4 Every effort will be made to find traffic flow solutions that will limit the final roadway width as much as possible.

2.3.1.5 Boulevard, streetscape, median and sidewalk improvements should be high quality and of a design reflecting the importance of the roadway to the Downtown and the prestigious address of Grant MacEwan Community College.

2.3.1.6. Roadway improvements costs will be borne through the normal City budgeting process and/or by the developer.

2.3.2 109 Street

2.3.2.1 Roadway improvements to 109 Street, including a widening and a change in elevation to or near grade, would improve traffic circulation through and into the site and onto 105 Avenue.

2.3.2.2 Costs will be borne through the normal City budgeting process and/or by the developer.

2.3.3.1 105 Avenue

2.3.3.1 105 Avenue will remain a four lane industrial collector with minor improvements required to sidewalks, boulevard landscaping and major intersections.

2.3.4 Vehicular Access (Map B)

2.3.4.1 Vehicular access to the site from 104 Avenue shall be limited to signalized intersections or other locations subject to approval of the City Engineer.

2.3.4.2 Access to the site from 105 Avenue shall be encouraged where possible.

2.3.4.3 Direct road access through the site shall not be permitted to minimize traffic shortcutting through existing communities.

2.3.4.4 Access to the site from 105 And 109 Streets will be allowed subject to the City Engineer's approval.

2.3.4.5 Detailed access to the area of the site is provided in Section 4 under development criteria and is subject to approval of the City Engineer.

2.3.5 Parking

2.3.5.1 Sufficient parking will be provided for developments within the Plan area to avoid problems with overflow parking in surrounding neighbourhoods.

2.3.6 Public Transit

2.3.6.1 Right-of-way for future LRT will be required when the site is serviced by a link of the LRT that may loop through the site from Churchill Station reconnecting to Corona Station through the CP lands.

2.3.6.2 The site, and in particular Grant MacEwan Community College, shall receive an appropriate level of transit service to meet the needs of the area as determined by the Transportation Department.

2.4 Parks and Public Open Space Policies (Map C)

2.4.1 Grant MacEwan Campus

2.4.1.1 The municipal reserve portion from this site is to be deferred to CN Lands ARP and the CN Lands East End. The College may however, provide playing fields and recreation facilities as part of its campus development.

2.4.2. Commercial Mixed Use Area

2.4.2.1 There may be a consolidated park site in this sub-area, situated centrally to the development. The park space may take on a linear shape reflecting the site's shape and the urban context for this open space.

2.4.2.2 This park space is to act as an amenity to the future mixed-use development and its workers and residents. The relationship between the streets and central open space should give the impression of blending these two uses together. The streets may appear more park-like than the conventional downtown setting while the central open space may be fully integrated with the streets. Linkages to adjacent areas will be ensured. The minimum width of any park space will be:

a) 115 feet if auto circulation exists on two sides; or

b) 70 feet if auto circulation exists on one side only.

2.4.2.3 Careful consideration to park design shall be given to ensure its integration with and amenity status to the surrounding development.

2.4.2.4 The concept of planning for a winter city should be considered including concepts such as covering and/ or enclosing the park site, ensuring the space as a year round amenity and integrating the park space with the adjoining buildings.

2.4.2.5 This area will accommodate 25 to 40 percent of the total municipal reserve dedication. The municipal reserve dedication may be given as money-in-place or a combination of land and money-in-place.

2.4.3 Bicycle Routes

2.4.3.1 A bicycle route shall be designated along 105 Avenue.

2.4.3.2 Covered bicycle racks should be provided at locations adjacent to 105 Avenue.

2.4.3.3 Every effort should be made to integrate the 105 Avenue bike route with those existing and proposed in adjacent neighbourhoods.

2.5 Public Services and Utilities Servicing

2.5.1 Storm Sewer

A drainage system using storm water storage facilities is required as conceptually shown in **Map D**.

Alternative methods of storm water management may be considered through further detailed engineering provided the standards and requirements of Edmonton Environmental Services are met.

The site shall be provided with a one in five year return storm service level. On site control of a one in one hundred year return storm is required at a maximum allowable discharge rate of 0.035 m3/s to ensure no detrimental downstream effects.

Storm sewer connections shall be provided by the developer for commercial buildings.

All connection fees and construction costs for services including off-site development shall be borne by the developer and/or alternative arrangements satisfactory to the City.

The following sections provide storm sewer information by sub-area. This will be refined to the satisfaction of Edmonton Environmental Services as details of specific developments are known.

2.5.1.1 Grant MacEwan Community College

The storage facility for this area will be connected to a 1,275 mm, 10 m deep trunk on 102 Avenue. The outlet sewer will likely be connected at 105 Street, requiring about 350 m of construction beneath 105 Street.

Detailed analysis of alternative connection strategies may be undertaken at the design stage.

The storage facility may be divided into two portions on either side of 109 Street. The area west of 109 Street may not require storage if the lands are developed with open spaces which can satisfactorily provide temporary surface storage. Additional storage would be required in conjunction with future development.

2.5.1.2 CN Lands East End

The storage facility for this area will be discharge to a 1,200 mm, 11 m deep trunk on 101 Street and 103 A Avenue.

The only off site construction required for this area is the connection to the existing sewer.

2.5.2 Sanitary Sewer

Sewers for sanitary flows only, exist along 104 Avenue with diameters varying from 300 mm to 1,500 mm.

A small combined sewer on 105 Avenue serves the properties between 109 Street and 116 Street.

Sanitary sewage generated on the site will be kept separate. The City also requires residential development to use back water valves, and sump pumps for basement foundation drains. Sewage should be discharged directly to the nearest existing sanitary or combined sewer with sufficient depth and dry weather flow capacity from each building or complex. It is preferable to distribute the sanitary discharge to several outlet points.

2.5.3 Water Systems

Existing transmission mains include a 1,200 mm diameter deep main along 102 Street, and a shallower 762 mm diameter steel main with casting along 108 Street.

Both these mains will require casements to maintain proper operations and maintenance of these transmissions.

2.5.3.2 Water supply to the site is to be provided by local distribution mains. These distribution mains are generally 300 mm in diameter and are located along 104 Avenue and along the lane north of 105 Avenue.

Additional mains will be required in the vicinity of 105 Street and 111 Street and alignments to achieve the required system network.

2.5.3.3 System design should provide maximum day water demand plus the required fire flows at a pressure not less than 140 kpa.

Prior to City Approval of subdivision plans and/or the issuance of development permits, detailed analyses on the impact of the ultimate land uses to the existing water network will be required. These analyses should clearly define each stage of development and the resulting impact to the existing system during peak hour water demand and fire flow conditions.

2.5.4 Power

2.5.4.1 Existing aerial lines along the south side of 105 Avenue from 101 Street to 116 Street and on 116 Street from 104 Avenue to 105 Avenue provide service and interconnect the system for reliability.

These lines should not be removed or replaced without equivalent underground services and facilities being installed and paid for as a cost to the development.

2.5.4.2 Three major underground transmission lines (72,000 volts) and three separate duct line crossing are located within the site on the 104 Street alignment.

These facilities cannot be cost effectively relocated and should be protected by defined easements and/or road rights-of-way.

2.5.4.3 Several 13,800 volt feeders are located within the 105 Street overpass and shall be accommodated and any plans to eliminate this structure.

2.5.4.4 Installation of any super pipe sewer storage facility through the site and the future extension of the LRT should be considered carefully for conflicts with Edmonton Power facilities.

2.5.4.5 With a new Downtown area substation tentatively scheduled for 1994, several new underground duct bank facilities crossing the site may be required in the future.

2.5.4.6 Future duct bank expansion along 101 Street and 105 Street may be required, if utility crossings are not provided between 101 and 104 Streets.

2.5.4.7 The City is committed to maintaining 104 Avenue free of aerial facilities. Therefore, servicing by underground service, according to the Unit Rate Bylaw, will be appropriate dependent on the nature and size of the loads fronting on 104 Avenue.

2.5.4.8 Aerial facilities along 105 Avenue from 101 to 116 Streets, may not be adequate or appropriate to supply the size and type of loads which may develop. Every effort should be made to underground facilities on 105 Avenue to keep with the urban nature of the proposed development.

2.5.4.9 Location and type of power distribution facilities will be dictated by internal public roadway structure, in any, and the further definition and orientation of individual lots.

2.5.5 Telephone

Telephone plan facilities exist around and on all four sides of the site. Existing plant facilities on the property consist of a main duct line on the 104 Street alignment and service feed near the 103 Street alignment to the old freight building.

7.5.6 Cable T V

An existing cable television plant nearby and adjacent other site can be extended to serve the site.

2.5.7 Natural Gas

The existing natural gas distribution network services both the north and south sides of the site. These distribution mains have limited capacity and can only be used for developments with low gas consumption. The site will be serviced through a new main on 108 Street, north of CN property.

2.5.8 Fire Protection

Water service to the site will meet peak fire demands. The site can be serviced from fire stations at 97 Street/104 Avenue and 107 Street/ 103 Avenue in the Downtown, the Oliver Station north of jasper on 123 Street, and the station near NAIT.

2.5.9 Schools

There is sufficient capacity in nearby schools to meet any projected students generated from residential development in the Plan areas.

2.6 Surrounding Land Use

2.6.1 Queen Mary Park

The Queen Mary Park Area Redevelopment Plan (ARP) calls for a special planning study to be undertaken of the areas primarily south of 106 Avenue at such time as the CN railway lands are redeveloped. The ARP also recommends that this area should ultimately accommodate a mix of residential and commercial land use.

This Plan supports the policies of the Queen Mary ARP and further recommends that the future land uses of those properties on the south side of 105 Avenue from 108 to 116 Streets, directly adjacent to the CN property should ultimately reflect the land uses districted for and developed on the immediately adjacent CN lands.

2.7 Environmental Protection

2.7.1 An environmental assessment of the plan site including but not limited to such things as soils and wind effects, shall be made to validate the safety of the site for future development.

2.7.2 A geotechnical study of the site shall be made to determine the suitability of the soils for future development.

3. LAND USE GUIDELINES

The subdivision officer and the development officer shall consider and implement the following guidelines in reviewing all development applications.

3.1 Grant MacEwan Community College - Guidelines for Development

a) Area of Application

That portion of the plan area identified as Map A of this Bylaw, Grant MacEwan Community College.

b) **Purpose**

To guide the development of a Grant MacEwan Community College Campus.

c) **Uses**

Community College and related uses.

d) **Building Height**

Between 125 feet and 170 feet as provided by Section 810 of the Land Use Bylaw, being the Airport Protection Overlay.

e) **Floor Area Ratio**

3:1 maximum

f) **Development Criteria**

Development within the area shall be evaluated with respect to its compliance to the following:

i) the objectives and policies of this plan;

ii) detailed community college and related uses as provided in a DC5 districting for the Grant MacEwan Community College including some or all of the following use: educational and administrative facilities, recreational and spectator sport facilities, eating and drinking establishments, ceremonial facilities, open space, housing, parking facilities, private clubs, health services, government services, campus related retail, business services and other related uses;

iii) the siting of major buildings should visually terminate or frame the view with respect to the existing north-south street grid;

iv) special pedestrian oriented design areas should be considered at the termination of each street from 104 Avenue; (Map C)

v) new developments along 104 and 105 Avenues should relate to the street, thereby enhancing the street environment for the pedestrian;

vi) development on the north side of 104 Avenue at 108 Street should incorporate open space and a ceremonial structure or facility to serve as a visual termination to the provincial legislature and grounds at the opposite end of 108 Street, thereby complementing future plans for streetscape improvements from the legislature to the College site; (Map C) vii) a major east-west pedestrian open space corridor should be provided, running through the site; (Map C)

viii) vehicular access to the site from 104 Avenue will be considered at 107 and 110 Streets, from 105 Avenue at 106 and 107 Streets and from 105 and 109 Streets and/or other locations subject to approval by the City Engineer; Map B

ix) a pedestrian sidewalk approximately three meters in width should be provided running east-west along the north side of 104 Avenue;

x) sidewalk and boulevard improvements should be made along 105 Avenue where the area abuts 105 Avenue;

xi) all at-grade pedestrian crosswalks of 104 Avenue should be considered at signalized intersections; (Map B)

xii) Grant MacEwan Community College should consider a grade separated pedestrian crossing of 104 Avenue in the vicinity of 108 Street. If an above grade crossing is considered, it could also serve as an ornamental gateway into the downtown.

3.2 CN Lands East End - Guidelines for Development

a) Area of Application

That portion of the Plan area identified as CN Land East End (Map A) of this Bylaw.

b) Purpose

To guide the development of a commercial mixed-use area.

c) Uses

A mixture of commercial, office, institutional, business service, and residential uses.

d) Building Height

Maximum 68.6 m (225 ft.) or 20 stories.

e) Floor Area Ratio

8:1 max.

f) Development Criteria

Development within the area shall be evaluated with respect to its compliance to the following:

i) the objectives and policies of this plan;

ii) the intent of a commercial mixed use district through a DC5 districting, or a CMX statutory plan overlay;

iii) the siting of major buildings should allow maximum penetration of sunlight into the site;

iv) special pedestrian oriented design areas should be considered at the termination of each street on the south side of the site along 104 Avenue; (Map C)

v) new developments along 104 and 105 Avenues should relate to the street, thereby enhancing the street environment for the pedestrian;

vi) a major east-west pedestrian open space corridor, possibly enclosed and/or covered, should be provided through the site; (Schedule D)

vii) a north-south pedestrian corridor, possibly enclosed and/or covered, should be provided across the site to the 103 Street roadway alignment providing a pedestrian link between the Downtown and Central McDougall; (Map C)

viii) vehicular access to the site from 104 Avenue shall be permitted at 103 Street, from 105 Avenue at 102,103 and/ 104 Streets and/or other locations subject to approval by the City Engineer; (Map B)

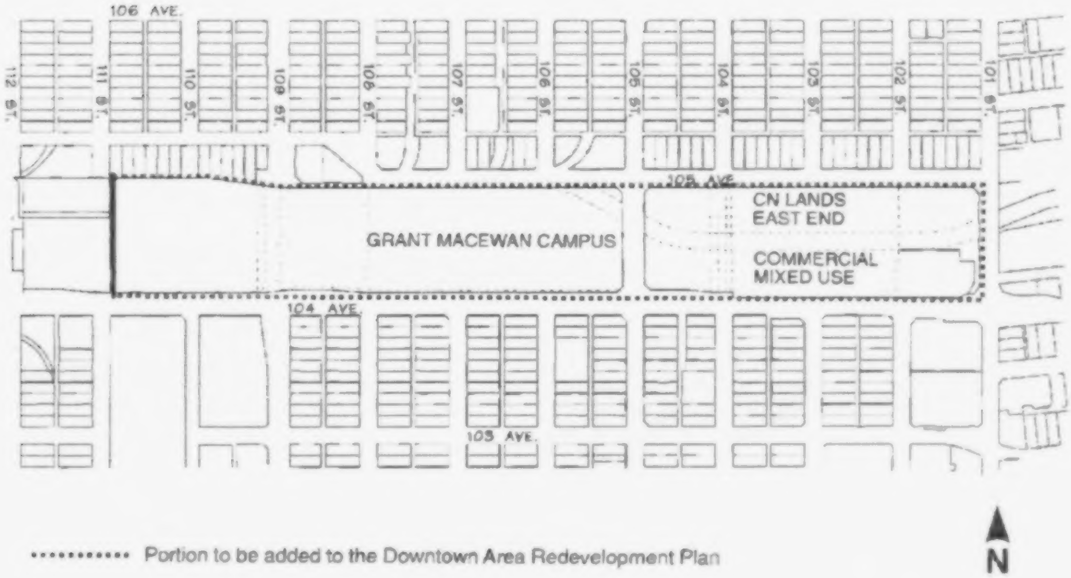
ix) an above-grade pedway crossing of 104 Avenue on either side of 103 Street should be accommodated with pedway construction to commence upon suitable development of the land south of 104 Avenue financed in accordance with the Downtown Pedway Network Regulations;

x) a pedestrian sidewalk approximately three meters in width should be provided along the north side of 104 Avenue;

xi) sidewalk and boulevard improvements should be made along 105 Avenue;

xii) 105 Avenue shall be designated as a bicycle route and covered bicycle racks should be provided near 105 Avenue to encourage bicycle use;

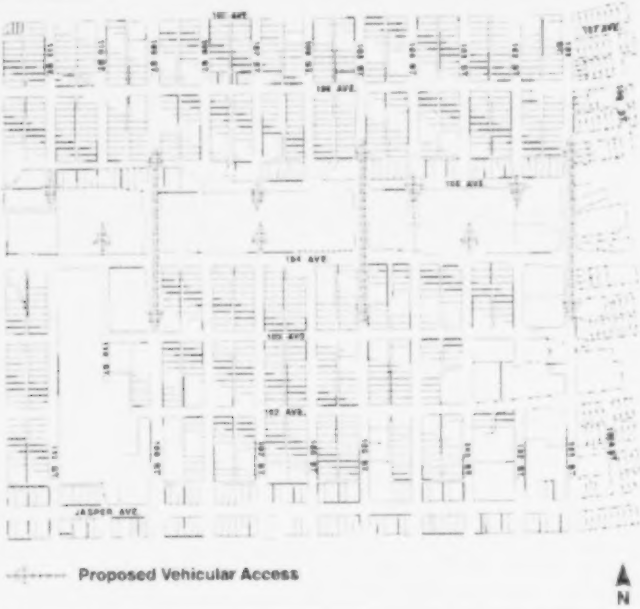
C.N. LANDS
Map A
Boundary



··········· Portion to be added to the Downtown Area Redevelopment Plan

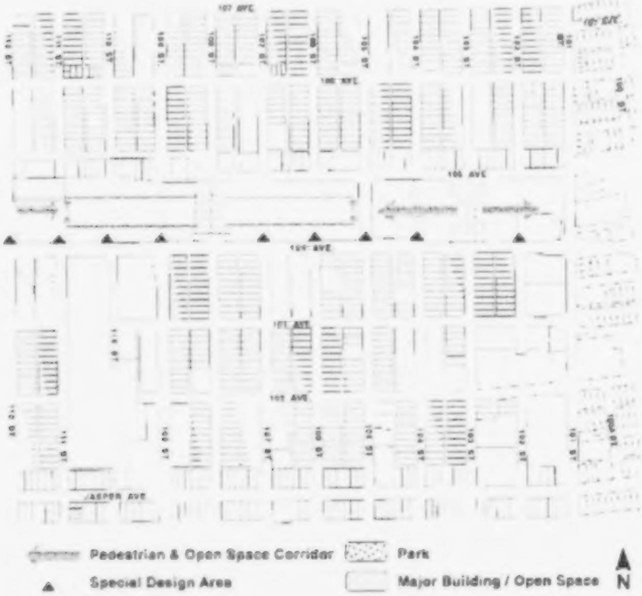
C.N. LANDS
Map B

Proposed Vehicular Access



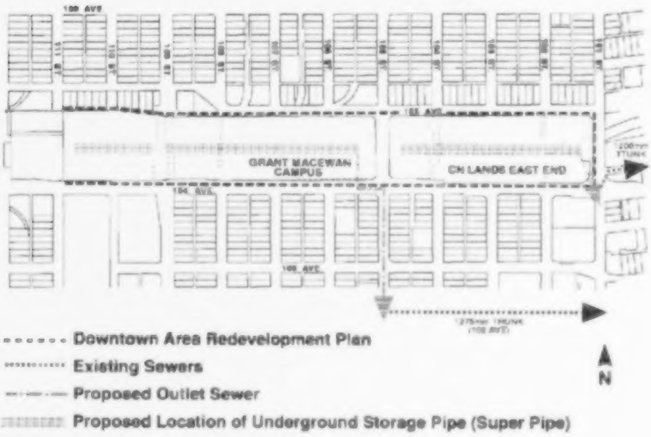
C.N. LANDS
Map C

Proposed Open Space



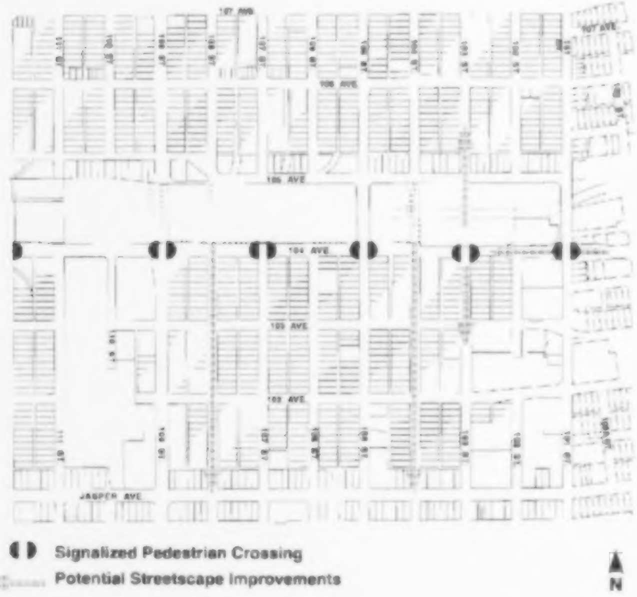
C.N. LANDS
Map D

Proposed Storm Sewer



C.N. LANDS
Map E

Proposed Pedestrian Access


107 AVE
106 AVE
105 AVE
104 AVE
103 AVE
102 AVE
JASPER AVE
Signalized Pedestrian Crossing
Potential Streetscape Improvements
N

Grade means the average level of finished grade calculated at the perimeter of a site, as determined by the Development Officer.

Infill means to sympathetically construct a new building on a cleared or vacant site that respects the architectural form and proportions of adjacent properties.

Mixed-use Developments are buildings or developments accommodating more than one type of land use on the same parcel of land.

Pedestrian Way (or Pedway) means a right-of-way primarily intended for pedestrian traffic, located at, above or below grade which may or may not connect or pass through buildings.

Scintillating Lights means a group of lights electronically controlled to blink on and off at random so as to give the effect of twinkling lights.

Separation Space means open space around Dwellings separating them from adjacent buildings or activities, and providing daylight, ventilation, and privacy. Separation Space is not a Yard.

Setback means the distance that a development or a specified portion of it, must be set back from a property line. A Setback is not a Yard, Amenity Space, or Separation Space.

Sign (or Signage) means any visual medium, including its structure and other component parts, illuminated or not illuminated, which is used or capable of being used, on a permanent or temporary basis, to identify or convey information, or to advertise or attract attention to a product, service, place, activity, person, institution or business. Signs shall include banners, placards, and painted messages, but not national flags, interior window displays of merchandise, or signs painted on or attached to a motor vehicle intended for use on a public roadway.

Site means an area of land consisting of one or more abutting lots.

Street Edge is defined by buildings, landscaping, and other elements that meet the sidewal.

Streetscape refers to the combination of features which make up the various elements of the public street, include the edge of the public environment-curb, pavement, boulevard, light fixtures, sidewalk materials, grates, benches, waste receptacles, street landscaping and building elevations.

Transparency usually refers to see through doors and windows. In a design sense "transparency" also refers to "a sense to see and interact beyond where the public and private realm meet; to see beyond one space to another.

Use means the purpose or activity for which a piece of land or its buildings are designed, arranged, developed or intended, or for which it is occupied or maintained.

Yard means required open space unoccupied by any portion of a building or structure 1 m (3.28 ft.) or more above grade, unless otherwise permitted in this Bylaw. A Yard is not a Setback, Amenity Area or Separation Space.

Appendix D

PEDWAY DEVELOPMENT SPECIFICATIONS

The Pedway Development Specifications contained in this Appendix provide guiding principles and detailed specifications for the design, operation and maintenance of pedways and the pedway system in downtown Edmonton.

Policy 7.10 of the Plan specifies that "the development and operation of pedways and the pedway system shall be in accordance with the Pedway Development Specifications".

These specifications will help ensure the design consistency and safety of pedways and the integrity of the system.

1. PURPOSE

The purpose of these specifications is to provide guiding principles and detailed specifications for the design, operation, and maintenance of pedways and the pedway system in downtown Edmonton. Development of pedways within the Downtown shall be according to these specifications, as directed by the 1997 Downtown Area Redevelopment Plan, adopted by Council in 1997.

2. BACKGROUND

The pedestrian circulation system in downtown Edmonton is intended to provide a balanced choice of well lit, designed and maintained sidewalks and secure and comfortable pedways, to maximize convenience of movement and ease of access for pedestrians.

The Pedway Network is a distinct part of this system. It is intended to complement, rather than compete with, the sidewalk system in the Downtown, providing an alternative in inclement weather.

The existing pedway network is concentrated in two areas, the "Commercial/Cultural Core" and "Capital City Precinct" Areas, as referred to in the 1997 Downtown Area Redevelopment Plan.

As the pedways in the Capital City Precinct area are primarily intended to serve the provincial government offices, these specifications will focus on pedways within the commercial core.

3. GUIDING PRINCIPLES

3.1 Balanced System

A "balanced" three-level pedestrian circulation system shall be pursued. This includes the provision of frequent street-to-Pedway access, both visually and physically, in all new Pedway developments. Arcades, canopies, heated sidewalks and bus shelters, radiant heaters and other such amenities will be used to improve the environment of at-grade pedestrian precincts. Above-grade Pedways at the third floor level or higher are discouraged.

3.2 Growth and Expansion of the Pedway Network

Emphasis shall be placed on the existing Pedway Network to expand within the Commercial / Cultural Core to ensure that major activity areas within the area are connected to the Network.

Pedway construction will be encouraged in all developments that are "substantial" in nature (occupying one-half block or more, and three stories or greater) and contain significant concentrations of retail activity on the first two storeys.

New developments within one block of Downtown LRT Stations will be encouraged to provide for Pedway connections to such LRT stations. Major new developments or redevelopments on sites which abut Downtown LRT Stations should provide for direct below-grade access to such Stations, or to below-grade corridors which access such stations. If new developments or redevelopments lie within one block, but not adjacent to the LRT Station, Pedway connections to the intervening sites or structures should be incorporated into the design of such new developments. Above-grade Pedwys may also be employed in such developments except in restricted areas (as discussed in 3.3), as long as the priority below-grade LRT Station connections have been made.

Those developments adjacent to existing above or below-grade Pedway sections are recommended to incorporate the Pedway Network within their premises.

Expansion of the Pedway Network outside of those areas noted above and outside of a one block radius of Downtown LRT Stations, will be neither encouraged nor discouraged.

3.3 Development Restrictions

In order to preserve views of Downtown landmarks and major Downtown open spaces, above-grade Pedways shall not be permitted to cross roadways in the areas described below and shown in the Pedway map (see back page of manual). Above-grade connections in these areas will only be allowed across laneways and between adjacent buildings within the same block.

- Civic Centre/Sir Winston Churchill Square Area - surrounded by and including 100 Street, 103A Avenue, 97 Street and Jasper Avenue;
- Jasper Avenue (101 Avenue) - from 96 Street to 109 Street and to the east-west lanes to the north and south of Jasper Avenue.
- Capital Boulevard (108 Street) - from Grant MacEwan College to the Legislature Grounds and east and west lanes immediately north and south of Jasper Avenue.
- Rice-Howard Way -101A Avenue from 99 Street to 101 Street and 100A Street from Jasper to 102 Avenue.

3.4 Private Pedways

Private Pedway connections shall only be permitted to connect buildings within the same City block. Such connections shall not cross Avenues and Streets.

3.5 Alberta Building Code Conformity

All Pedway activities, design criteria and technical standards shall conform to the requirements of the most recent *Alberta Building Code*.

3.6 Retail and Service Activities

(Bylaw 12931, January 15, 2002)

Retail and service activities along and within below and at-grade Pedways shall be encouraged.

Retail and service activities along and within above-grade Pedways which cross streets shall be allowed if these uses meet the following requirements:

- the uses are allowable within the adjacent land use zones;
- the uses, in the opinion of the General Manager of the Planning and Development Department, are compatible with the adjacent uses;
- the uses, in the opinion of the General Manager of the Transportation and Streets Department, would not be detrimental to the operation of the street or the use of the Pedway as a public walkway; and
- no signage or storage associated with the uses shall be visible from the street.

4. DESIGN CRITERIA

The following design criteria shall be observed in the construction of future Pedwys:

4.1 Architecture

The external and internal architecture of Pedways should have pleasing aesthetics in terms of form, colour and materials. It should reflect the architecture of adjacent structures where appropriate and should be designed to allow the penetration of natural light.

4.2 Views

The Pedway Network shall provide views to the outdoors and views of destination points within the Network for "orientation".

4.3 Access

Access points to the Pedway Network and LRT Stations shall be clearly and visibly identified from the street. Transition between levels shall occur in major public activity areas.

4.4 Activity

Features such as public art displays, seating and landscaped focal points shall be appropriately introduced in the Pedway Network.

4.5 Continuity

There should be continuity of design internally within associated levels and links of the Pedway Network.

4.6 Review

All Pedway design proposals should be reviewed by the Urban Design Review Panel prior to final approval by the City.

5. DESIGN AND TECHNICAL STANDARDS

The following design and technical standards shall be incorporated directly or by specific reference into all future development agreements for properties which will contain or be connected to elements of the Pedway Network.

5.1 Width

The minimum Pedway width shall be 4.5 metres. Pedway width shall be increased where locational analyses of pedestrian volumes and service levels require additional width. In calculating additional width requirements, a pedestrian occupancy factor of 2.25 square metres per pedestrian shall be used.

Pedway width shall allow 0.45 metres of "dead space" on each side of the corridor.

If a pedway is abutted by retail commercial space, an increase in width of 0.45 metres along the commercial frontage is required.

Any obstruction of the pedestrian path by street furniture or related items shall be considered in calculating the Pedway width.

The Pedway width shall be increased by at least 50% at the nodal points, i.e., activity concentrations, intersections and vertical access points. This increase in width shall allow for changes in direction, placement of street furniture, and variations in walking speeds.

5.2 Height

The minimum clear height shall not be less than 2.7 metres excluding "permitted fixtures", (permitted fixtures include light fixtures, public directional signs and other such installations as may be required). The height (H) to width (W) ratios shall not be more than 1:2.5.

Exceptional circumstances and requirements shall be dealt with individually under the discretionary authority of the Development Officer.

To allow for ease of passage of all vehicles, including trolley buses, the minimum overpass clearance or height from the crown of the road to the underside of the bridge shall be 5.85 metres. This minimum may be reduced to 5.3 metres where approved by the City Engineer.

5.3 Change of Elevation

Drastic changes of elevation within each level of the pedway network should be avoided. No single change in elevation greater than 5.3 metres shall be permitted unless it is supported by a mechanical device. Where possible, a gradual change in elevation should be accommodated within the structure which supports the Pedway. Consideration shall be given to access requirements for persons with disabilities in determining the grade.

5.4 Access Points

Where two Pedwys intersect at separate levels, a means of level change between the two shall be provided. This transition between levels shall occur in major public activity areas in the form of stairs or escalators and elevators or lifts.

The number of direct access points between the exterior street level and the Pedways will depend upon adjacent uses and will be regulated in detail by the Alberta Building Code.

5.5 Accessibility for Persons with Disabilities

Provisions shall be made to ensure accessibility for persons with disabilities to the pedway Network as a whole and to as many individual links as possible.

All future Pedway development agreements and/or air leases shall ensure the provision of access for persons with disabilities where technically feasible. If such access is not possible, for technical reasons, a clearly visible alternate access route will be provided.

Consideration shall be given to the installation of hydraulic door openers and easy to grip door handles and levers for doors along the pedway Network.

Existing sections of the Pedway Network which are found to restrict accessibility for persons with disabilities shall be encouraged to be retrofitted as necessary to allow such access. This shall be ensured at the time of application for Pedway redevelopment.

5.6 Facilities

The following elements are encouraged to be incorporated within the Pedway Network in a manner that does not obstruct views or impede pedestrian movement:

- Open space
- Public washrooms
- Public telephones
- Mail boxes
- First aid facilities
- Fire prevention equipment
- Bicycle racks at street-level entrances

5.7 Micro-Climates

Above-grade Pedways are to be designed to minimally affect the quality of the exterior micro-climate.

When a proposed development undergoes wind tunnel testing, the above-grade Pedways shall be part of the model.

5.8 Illumination

All Pedways should be designed to allow the maximum possible penetration of natural light.

Levels of illumination of the Pedways are subject to approval by the Manager of the building Inspection Branch.

Lighting fixtures shall be located in such a manner so as to minimize the potential for vandalism.

5.9 Drainage

All Pedways shall be drained to the satisfaction of the Manager of the Building Inspection Branch.

In order to drain Pedways, all drainage facilities shall be accommodated within adjacent developments.

5.10 Electrical Services

Electrical services shall be required on all Pedways for lighting, signs and cleaning equipment.

A special duct shall be incorporated in all Pedways with provision for access points, junction boxes, switches and related services /utilities.

Details of electrical installations shall be subject to the approval of Edmonton Power.

6. OPERATION

6.1 Hours of Operation

One uniform set of operating hours shall be employed for the Pedway Network. Owners shall ensure access to the public continuously from 6:30 a.m. to 1:00 a.m. of the following day, Monday to Saturday inclusive. Sunday hours of operation may be determined by each adjoining building owner.

Such hours of operation shall be included in all future Pedway development agreements, as a condition of development.

The hours of operation of the Pedway Network shall be prominently posted within the Network and at all access points and in a form as exhibited in the *City of Edmonton Pedway Signing and Graphic Manual*.

Notwithstanding the above, in cases where, in the opinion of the General Manager of the Planning and Development Department, a building provides a non-essential link to pedestrian traffic, shorter hours of operation may be negotiated with the City through the Pedway Development Agreement.

6.2 Marketing

The Downtown Business Association will continue its role in marketing the Pedway Network with support from the Edmonton Convention and Tourism Authority and the City of Edmonton.

6.3 Security

The following security activities and standards shall be met:

The provision of security and surveillance equipment shall be the responsibility of the adjoining building owners/ operators. The level of security provided shall be sufficient to ensure the safety of the public and property. Security details shall be included in the development agreement.

Any development agreement affected Pedway development may require abutting property owners to provide additional security including:
- Closed circuit television surveillance
- Patrol surveillance
- Audio surveillance

Ongoing liaison between building owners and/or operators should be maintained to examine means, including mechanical devise, to enhance surveillance. The Edmonton Police Service may be consulted from time to time to review police response times within the Pedway Network.

7. SIGNAGE

7.1 Directional/Information Signage

The Pedway Signage Program outlined in the *City of Edmonton Pedway Signing and Graphics Manual (1989)* shall be incorporated into the existing portions of the Pedway Network and used in all future Pedways. All development agreements shall require installation of this standardized signage system within the Pedway Network and throughout adjacent developments to ensure ease of access by all Pedway user groups.

7.2 On-premises and Off-premises Signs

(Bylaw 12931, January 15, 2002)

On-premises signage within the Pedway Network shall meet the following criteria:

- On-premises signage for any commercial use within an above-grade Pedway shall be allowed provided it is not visible to passing motorists at street level and does not restrict the penetration of natural light into the Pedway.
- On-premises signage within Pedway links shall be limited to specific display access designed for the purpose.
- On-premises signage shall be located so as not to conflict with or obscure informational and directional signage.

- Free standing displays, in general, are discouraged except where there would be no interference with the flow of pedestrian traffic through the Pedway Network.
- A sign identifying the building or building complex may be allowed on both faces of the above-grade Pedway at the discretion of the General Manager of the Transportation and Streets Department in consultation with the General Manager of the Planning and Development Department with regards to the following:
  - The sign must be part of a Comprehensive Sign Design Plan for the building or building complex as per Section 59.3 of the Zoning Bylaw.
  - The sign must represent the name of the development; it shall not be local advertising for a product or a business.
  - The sign shall not exceed 20% of the face of the Pedway wall and shall not restrict the penetration of natural light into the Pedway.
- Off-premises signage shall not be permitted internally or externally on any above-grade Pedways.

8. MAINTENANCE

The provision of Pedway maintenance shall be the responsibility of the adjoining building owners/ operators. Maintenance details shall include but not be limited to cleaning, heating ventilation, lighting and decorating, and shall be included in any development agreement.

The level of maintenance of both day to day janitorial functions and periodic mechanical and systems repair shall be sufficient to ensure the comfort and safety of the public.

9. FINANCING

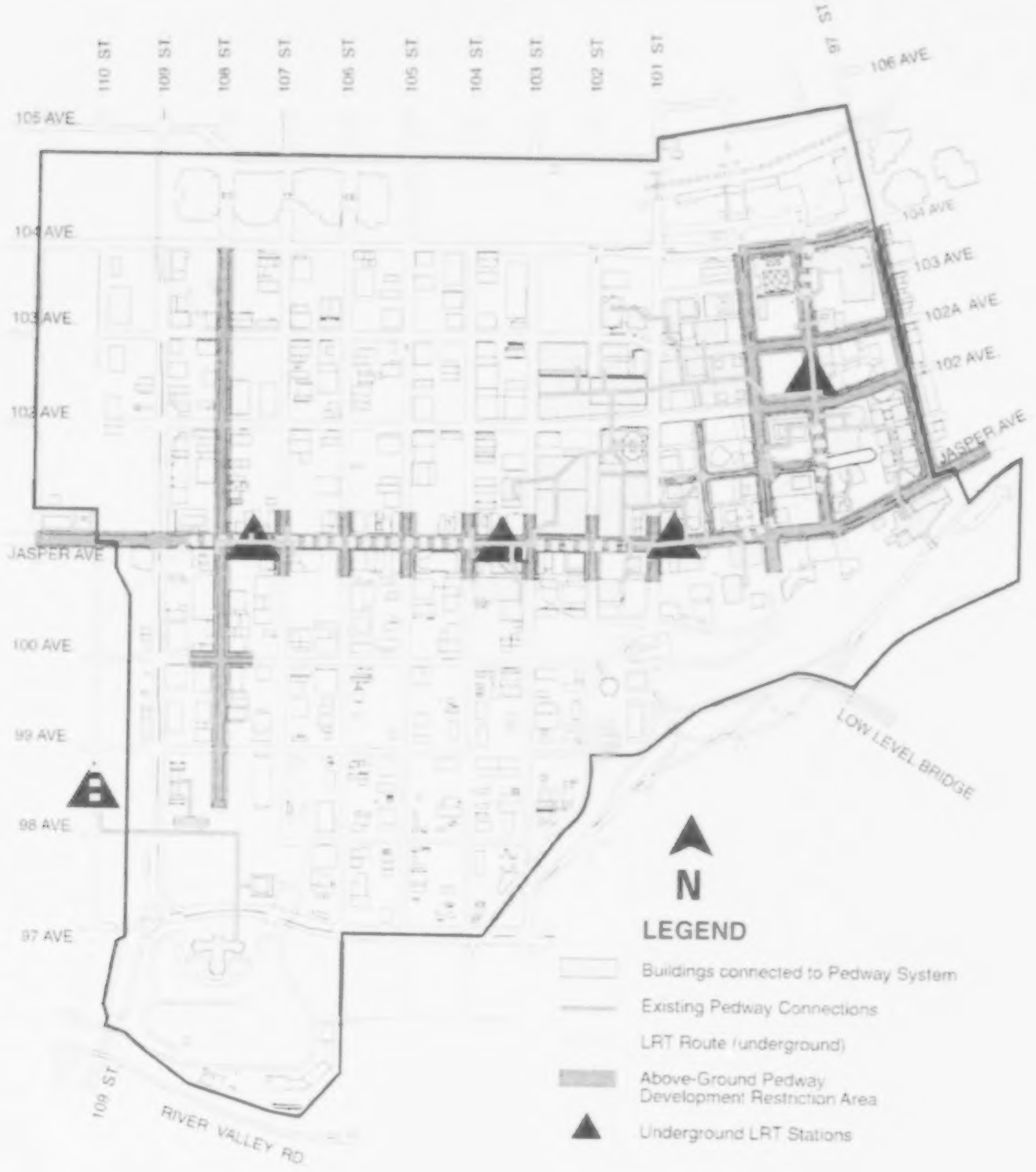
The cost of construction for that portion of the Pedway within private property shall be the responsibility of the individual property owner.

The cost of construction for that portion of a Pedway within the public right-of-way shall be negotiated and shared between the owners of the adjacent connecting developments.

The City will participate on a financial basis as a partner in the construction of Pedways to municipally-owned buildings or facilities.

In cases where distances longer than the standard width of a street or Avenue need to be traversed in order to improve the continuity of the Pedway Network, the financing structure may be negotiated among the concerned property owners and the City.

Pedway Network



Appendix E

LIST OF REPORTS PRODUCED AS PART OF THE DOWNTOWN PLAN REVIEW PROCESS

List of Reports Produced as Part of the Downtown Plan Review Process

- Background documents:
  - Downtown Housing Strategy Report (November 1993)
  - The Economy of Downtown Edmonton - 1994 (June 1994)
- Downtown Plan Review Frame of Reference (June 1994)
- A Citizen's Guide to the Downtown Plan Review (October 1994)
- Downtown Plan Review Issue Papers (October 1994):
  1. Urban Design
  2. Historic Preservation
  3. The Environment
  4. Arts, Culture and Entertainment
  5. Education and Religious Facilities
  6. Recreation
  7. Downtown Housing
  8. Community Development
  9. Transportation
  10. Parking
  11. Pedestrian Circulation
  12. Transit
  13. Bicycles
  14. Infrastructure
  15. Economic Development
- Summary of Priorities and Ideas from the November 5th and 6th Workshops (November 1994)
- The Downtown Ideas Catalogue (March 1995)
- McKay Avenue Residents' Survey Reports (February/March/April 1995)
- Character Area Profiles - Character Areas of Downtown (June 1995)
  1. Commercial/Cultural Core
  2. Warehouse District
  3. Jasper Avenue West
  4. Capital City Precinct
  5. McKay Avenue Area
- Preliminary Concept Plans - Character Areas of Downtown (June 1995, revised September 1995)
  1. Commercial/Cultural Core
  2. Warehouse District
  3. Jasper Avenue West
  4. Capital City Precinct
  5. McKay Avenue Area
- Downtown Statistical Profile (April 1996)

Appendix F

(Bylaw 12296, May 1, 2000)

DOWNTOWN HOUSING REINVESTMENT PROGRAM PERFORMANCE CRITERIA AND ELIGIBILITY

The Downtown Housing Reinvestment Program Performance Criteria contained in this Appendix provides the necessary performance standards that the recipient of the financial incentive must satisfy, in order to apply for, receive and retain the housing grant. These performance standards are:

1. Eligibility

a) Proposed housing project must be within the boundaries of the Downtown Area Redevelopment Plan, Bylaw 11400 as approved by City Council on April 30, 1997.

b) Only projects that will create new residential units, through either conversion of an existing building or through new construction, will be eligible. Conversion to residential use from existing building and the construction of a building containing uses, as defined in Sections 10.1, 10.2 10.3(25) and 10.3(28) of the Edmonton Land Use Bylaw will not be eligible.

c) A maximum of $4,500 per residential unit may be provided to the applicant for these residential use classes: apartment housing, linked housing, row housing and stacked row housing. In no case shall the housing grant exceed 10% of the total project cost.

d) Transfer of the grant monies to the applicant will be conditional upon the availability of funds.

e) Definition of Residential Unit:

Residential Unit means a dwelling as defined by the Land Use Bylaw, that is one or more self-contained rooms provided with sleeping and cooking facilities, intended for domestic use, and used or intended to be used, permanently or semi-permanently as a residence for a household and either up to two lodgers, roomers, or boarders, or four foster children.

f) Definition of Household:

i) a person; or

ii) two or more persons related by blood, marriage or adoption; or

iii) a group of not more than five persons who are not related by blood, marriage, or adoption; or

iv) a combination of (ii) and (iii), provided that the total of the combination does not exceed five;

all living together as a single housekeeping group and using cooking facilities shared in common. A household may also include bona fide servants;

2. Performance Criteria

a) Construction to commence within one year of the preliminary approval of the housing grant application.

b) The allocation of grants is based upon the order in which the unconditional Occupancy Certificates are issued, provided that grant money is still available. Preliminary approval is not a guarantee that a grant will be issued for a project.

c) Units must be completed within two years of preliminary approval of the housing grant application, except where the development has been approved for staged development.

d) Once construction/conversion is complete, the developer must apply to the City for an Occupancy Certificate.

e) Once an unconditional Occupancy Certificate is issued, the developer shall provide a letter to the General Manager, Planning and Development Department providing details of the completed residential project and a summary of project costs report provided by an engineer or architect licensed to practice in Alberta.

f) Once the Occupancy Certificate information is confirmed by the City, the grant monies will be forwarded to the applicant conditional upon the applicant entering into a performance contract with the City of Edmonton which will be caveated against the title. The performance contract will include among other things, a requirement that dwelling units created must remain as residential for a period of not less than 10 years from the date of the Occupancy Certificate permit being issued. If the residential units are converted to a use other than residential, the owner must return all grant money with interest. Interest to be calculated by the City based on the posted Prime Lending rate offered by the City's financial institution and compounded semi-annually.